

**I N S I D E:**

**R&R's OUTLOOK '94**

A distinguished panel of programmers, consultants, radio and label execs address the issues and trends that will have the biggest effect on our industry in the coming year.

Pages 4, 16, 21, 22, 24-26, 28-30

**DETERMINING SALES COST BY ACTIVITY**

How much time do your salespeople *really* spend selling? Interep's Henry Lawson explains how taking a close look at your sales force's actual daily activities can improve your bottom line.

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**TV TALK SHOW FACEOFF: RUSH OUTRATES STERN**

The twin titans of radio — Rush Limbaugh and Howard Stern — recently went *tête à tête* on the rival David Letterman/Jay Leno late-night TV talk shows, and while round one went to the Round One, radio was the overall winner.

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**IN THE NEWS...**

- Arif Mardin to Sr. VP for Atlantic Records
- Dave Ervin becomes KBIG/Los Angeles PD
- Deidra White to WWJ/Detroit Director/News & Programming
- Al Peterson new KKLQ /SD OM; Greg Stevens takes PD post

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- Transactions hit \$3 billion

Page 4

NEWSSTAND PRICE \$6.00



**Emmis Communications Files \$57.6 Million IPO**

No deals currently pending, but proceeds likely to fund growth of five-station group

Emmis Communications Corp. joined the radio parade on Wall Street with an SEC filing for an initial public offering to sell up to \$57.6 million in stock. The Indianapolis-based group owns FM stations in five markets, two magazines, and an interest in Duncan's American Radio publications.

The company is offering 2.8 million new shares to the public at a maximum price of \$15 per share. It will also sell 535,000

shares (approximately \$8 million) for Chairman Jeffrey Smulyan and 5000 shares for other current shareholders who are not identified. Up to 501,000 additional shares will be made available by the company to lead underwriters Morgan Stanley & Co., Donaldson, Lufkin & Jenrette, and Lehman Brothers if the offering is oversubscribed.

**Smulyan In Control**

Even after the IPO, Smulyan will own an 81% voting interest because most of his existing stock is being converted to 3.1 million shares of Class B stock, which will have 10 times the voting power of the Class A stock being sold to the public. Three Morgan Stanley investment funds will own over 31% of the Class A stock and Nomura Holding

EMMIS/See Page 19

**Sosson Purchases NewMarket Group For \$100 Million**

In a surprise move, fast-growing NewMarket Media announced Monday (12/27) it was selling its entire radio station group to Radio Equity Partners L.P. for \$100 million. The four-market deal will include three duopolies once NewMarket closes two pending station buys.

"We were positioning NewMarket Media for rapid growth toward an eventual public offering," said co-owner Stephen Robertson. "However, the group headed by George Sosson presented an offer with a purchase price which approximates \$100

NEWMARKET/See Page 19

**Current-Based AOR WAXQ Debuts In NY**

GAF Broadcasting Classical outlet WNCN/New York has adopted a current-based mainstream AOR format and new calls WAXQ (Q-104.3). Bob Elliot of Joint Communications has been named WAXQ's interim PD.

President/GM Randy Bongarten said, "We're very excited about the new format and expect the station to be a huge success."

WAXQ/See Page 19

**Pyramid Broadcasting Buys Rival WJMN From Ardman**

WXKS PD Rivers to oversee both stations

Pyramid Broadcasting has entered into a deal to acquire Ardman CHR WJMN (Jam'n 94.5)/Boston for \$22 million, creating a duopoly with Nostalgia/CHR combo WXKS-AM & FM/Boston. Pyramid VP/Programming and WXKS-FM PD Steve Rivers is expected to add WJMN programming duties once the sale closes.

Pyramid CEO Rich Balsbaugh commented, "After nearly 10 years of competing directly with Jam'n 94.5, I'm excited and proud to have the station and its staff become part of the Pyramid family. The combination of Boston's two dominant contemporary stations will create a radio giant better able to serve the needs of

our advertisers, our employees, and the community."

WJMN VP/GM/part-owner Alan Chartrand told R&R, "I don't think I'll be staying aboard, nor will [PD/part-owner] Mike Colby, which is to be expected. But we have the experience of this success under our belts. They tell us they're going to keep the format, and they sound sincere, but once they own it, they can do what they want with it."

Pyramid owns WYXR/Philadelphia, WHTK & WPXY/Rochester, WHTT-AM & FM/Bufalo, WNUA/Chicago, and WRFX/Charlotte, with deals pending to acquire WAQS & WAQQ/Charlotte and WBUF-FM/Bufalo.

**Radio Revenues Rejuvenated At Young Country Stations**

Local advertisers lead the charge

There's no such thing as a sure thing — especially in radio — but in 1993, the 18-34 Country format came awfully close. Miller, Kaplan, Arase & Co. studied 12 stations that adopted 18-34 Country approaches between January and March 1993, and found the stations experienced revenue growth of nearly 50% in the eight months ending November 30.

Though the stations' national revenues increased just 9% — consistent with overall national

radio revenue growth — local advertisers flocked to the format in droves. Local advertising revenues for the 12-station composite skyrocketed 56% during those eight months, and each of the dozen saw revenue growth of at least 20%.

For the month of November, the participating stations collectively have almost doubled their share of market revenues, while their local business is running 68% above year-ago levels.

— George Nadel Rivin, CPA

**Rosy Reception For Stern In Pasadena**



Nationwide shockmaster Howard Stern, making only his second public appearance in Southern California since debuting on KLSX/Los Angeles two years ago, drew as many as 10,000 fans to a book-signing in Pasadena last week.

Stern, who was forced to move to the location after he and the publisher of "Private Parts" refused to pay for security in West Hollywood, fulfilled his promise to autograph books for everyone who showed up in line before noon that day.

Pictured above, a block-long line of fans patiently wait for their moment with Howard (the line stretched for another eight blocks). At left, Stern inside bookstore.



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## Ervin New PD Of KBIG/Los Angeles



Ervin

WQAL/Cleveland PD Dave Ervin will join Bonneville AC KBIG/Los Angeles as PD, effective January 10. Ervin succeeds former VP/Programming Rob Edwards, who resigned his

post two months ago.

KBIG VP/GM Kari Johnson

ERVIN/See Page 19

## White Heads WWJ News/Programming

Veteran CBS Radio news-woman Deidra White has been named Director/News & Programming at O&O all-News WWJ/Detroit. She succeeds Tom Bell, who recently resigned.

"I'm delighted to have someone of Deidra's calibre take charge of the WWJ news team," said WWJ & WJOI VP/GM

WHITE/See Page 19

## New Population Rankings Issued

Arbitron has announced new population rankings effective with the Fall '93 survey. The data is based primarily on 1990 census data. The following markets within the Top 50 changed rank over the last year.

Fall '92 Rank	Fall '93 Rank	Market
8	7	Dallas
7	8	Washington, DC
22	21	Phoenix
21	22	Tampa
32	25	Cincinnati
25	26	Portland, OR
29	27	Riverside-San Bernardino
26	28	Milwaukee
28	29	Sacramento
27	30	Kansas City
30	31	San Jose
31	32	Providence
39	38	Charlotte
38	39	New Orleans
41	40	Buffalo
42	41	Orlando
40	42	Hartford
49	43	Greensboro-Winston-Salem
43	44	Memphis
46	45	Rochester
45	46	Nashville
44	47	Monmouth, NJ
47	48	Dayton
48	49	West Palm Beach

## Ron & Ron & Tom's Morning Glory



The new year brings new beginnings for at least two syndicated morning programs. Above, Ron Diaz and Ron Bennington have signed a multiyear contract with Cox Broadcasting's WSUN/Tampa-St. Petersburg. Finalizing the deal are (l-r) WSUN VP/IGM Todd Leiser, Ron & Ron Radio Network President/CEO Ross Reback, Diaz, Bennington, Cox Exec. VP/ Radio Robert Neil, and WSUN OM Tom Palaveda. At right, Tom Joyner (r) and WKYS/Washington morning man Randy Dennis celebrate the station's addition of ABC Radio's "Tom Joyner Morning Show." Dennis will shift to afternoon drive.



## Par's Peterson, Stevens To Oversee Newly Acquired KKLQ Combo

Following its acquisition of KKLQ-AM & FM (Q106)/San Diego, Par Broadcasting has charged VP/ Operations Al Peterson with overseeing the CHR combo's programming,

while Par-owned KIOZ PD Greg Stevens adds similar duties at KKLQ. Stevens replaces Tracy Johnson, who exited the stations December 14.

Peterson told R&R, "The change has to do with consolidation — sometimes you have more people than positions. We feel Q106 is successful, but there are successes to be had beyond mornings that haven't been maximized. Jeff & Jer are the best morning team in radio, and they will grow along with us.

"Greg has the overall knowledge to program both facilities. He understands that programming is not only an art, but a business. Working together, we can make Q106 excel in the market."

Stevens noted, "Q106 certainly isn't broken, but we want to pump up the other dayparts and



Peterson



Stevens

examine the music and its texture. I'm thrilled to be part of a ground-breaking approach to programming a duopoly so that we get as little audience overlap as possible, but maximum ratings

penetration."

KKLQ (AM) will become News/Talk KOGO early next year once all of Par's facilities are consolidated under one roof.

## Mardin Rises To Atlantic Sr. VP

Longtime Atlantic Records producer Arif Mardin has been named Sr. VP of the label and issued a long-term contract.

"Many producers have a thumbprint that gives each project a similar sound," noted At-



Mardin

MARDIN/See Page 19

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Josh Feigenbaum

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## 1993 DEALS TO DATE

**Dollars To Date: \$3,018,946,337**

(Last Year: \$1,315,592,314)

**This Week's Action: \$144,741,237**

(Last Year: \$33,870,000)

**Stations Traded This Year: 1386**

(Last Year: 1327)

**Stations Traded This Week: 41**

(Last Year: 10)

DEAL DETAILS BEGIN PAGE 6

## Deals Of The Week

- **NewMarket Media Stations \$100 million**
- **KOQL-KXXY-AM & FM/Oklahoma City**
- **KGTR-WNOE-AM & FM/Port Sulphur-New Orleans**
- **WREC-WEGR & WRXQ/Memphis, TN-Olive Branch, MS**
- **WSJS & WTQR/Winston-Salem, NC**
- **WJMN/Boston \$22 million**

## Limbaugh Lawsuit In Baltimore

■ WCBM seeks \$3 million over talker's impending move to crosstown WBAL.

See Page 6

## Changes At Paxson

■ New name, new financing for Florida group.

See Page 6

# RADIO BUSINESS

## CRUCIAL ISSUES AHEAD

### NAB: Speak Up Or Lose Out In 1994

The 1994 session of Congress holds promises of extraordinary opportunity and peril for the radio industry. NAB officials warn broadcaster participation will be crucial to determining how the industry fares on critical issues.

"We've never had this many big-ticket, bottom-line issues to deal with at one time," said NAB President **Eddie Fritts**. "If we get support from [broadcasters], we'll be in great shape. If we don't, we'll be in tough shape."

#### Build Strong Ties

Fritts reiterated his call for all broadcasters to build strong ties with their local congressmen and women by regularly meeting with them and working to educate the lawmakers about the radio business: "[The NAB staff] can't do it alone. The most effective lobbying comes from broadcasters who are constituents in the lawmakers' home states."

Fritts encouraged group operators and major-market station owners to include in their 1994 business plans a requirement that managers maintain contact with their Congress members.

**"If we get support from [broadcasters], we'll be in great shape. If we don't, we'll be in tough shape."**

—**Eddie Fritts, NAB President**

Perhaps the biggest legislative threat confronting the industry is Sen. **Strom Thurmond's** (R-SC) push for mandatory health warnings on broadcast ads for beer and wine. Fritts and other industry officials fear implementation of such warnings could prompt alcohol advertisers to scale back or eliminate their

use of the broadcast media. (Beer and wine companies spent \$81.5 million on radio in 1992.)

#### Finance Reform Bill

While many lawmakers have expressed skepticism about Thurmond's bill (S.674), NAB warns that senators and their counterparts in the House could be vulnerable to personal appeals from Thurmond, who recently lost a daughter to an allegedly drunk driver.

Broadcasters also face a pending Senate campaign finance reform bill that would require them to give free time to candidates and seeks to reimpose the Fairness Doctrine. Another source of concern is performance royalty legislation that NAB fears could lead to the eventual imposition of performance fees similar to those already paid to groups such as ASCAP and BMI.

One initiative that could prove extremely beneficial to radio is pending legislation to ease the disclosure requirements for radio ads touting auto leases and other financial services. NAB and RAB believe such a relaxation could unlock some \$20 million in new auto advertising revenue alone. The House approved a disclosure reform measure in November. The Senate is expected to take up its version sometime in 1994.

Also on the horizon: **Infinity Broadcasting CEO Mel Karmazin** has unveiled efforts to convince Congress to allow the FCC to further relax its national radio ownership rules. Karmazin said he would welcome industry support for the lobbying campaign, and veteran Congress watchers say the effort must develop a broad base of industry support in order to succeed.

Moreover, radio broadcasters may need to watch the FCC, where the scheduled 1994 increase in the national ownership cap from 18 AM and 18 FM stations to 20 AMs-20 FMs is apparently coming under scrutiny from new Chairman **Reed Hundt** and NTIA Director **Larry Irving**. While Hundt's feelings on the issue are unclear, Irving has long been skeptical of any increase in the limit.

### When Harry Met NYMRAD



Singer-pianist **Harry Connick Jr.** was a surprise guest at the New York Market Radio Broadcasters Association recent holiday party. Pictured (l-r) are WYNY's **Steve Candullo**, NYMRAD's **Sandy Josephson**, Group W Radio's **Warren Maurer**, WOR's **Bob Bruno**, WFAN's **Joel Hollander**, Connick, WRKS's **Charles Warfield**, WQCD's **Maureen Lesourd**, WABC's **Don Bouloukos**, WPLJ's **Mitch Dolan**, NYMRAD's **Debbie Beagan**, WXRK's **Tom Chiusano**, NYMRAD's **Allison Lefkon**, and WCBS (AM)'s **Dan Griffin**.

## EARNINGS

### Up Year For TM Century

**T**M Century Inc. (Nasdaq Small Cap: TMCI) reported net income of \$765,000 (30 cents per share) for its fiscal year ending September 30, 1993, up from the previous year's net income of \$394,000 (14 cents per share). Revenues fell from \$9.17 million to \$9.09 million.

CEO **P. Craig Turner** said, "Even though a soft economy has taken its toll on our core client base, we were able to bring greater profits to the bottom line, reduce long-term debt, and more than double per-share earnings — despite nearly flat domestic revenue."

TM Century creates, produces, markets, and distributes such goods and services as music on CDs, commercial beds, jingles, and music-scheduling computer

software for radio stations worldwide.

**P**artech Holdings Corp. (Nasdaq Small Cap: APHC) reported a third-quarter net loss of \$552,000 (10 cents per share), compared to net income of \$70,000 (1 cent per share) a year ago. Revenues dropped from \$12 million to \$8 million.

"The company expects its radio station acquisition activities to extend well into 1994," noted VPI Controller **Paul Weinberger**. "Significant revenues and income will not be realized until all of the stations have been acquired and integrated into a consolidated operation."

Partech owns **WDZD/Charlotte, NC** and **WKKB (FM CP)/Key Colony Beach, FL**. It has two purchase applications pending at the FCC and says it has entered into purchase commitments for another 10 stations.

December 6, 1993

### Gordon-Thomas Communications, Inc.

has completed the acquisition of the assets of

### WAKR AM & WONE FM

Akron, Ohio

from

### U.S. Radio Company, L.P.

**Todd Hepburn**, Vice-President of the undersigned initiated this transaction and assisted both parties in the negotiations.

**THE TED HEPBURN COMPANY**

**Ted Hepburn, President** 325 Garden Rd., Palm Beach, FL 33480 (407) 863-8995  
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 ARISTA



## WCBM Sues Over Limbaugh Switch

**R**ush Limbaugh's forthcoming shift from WCBM/Baltimore to crosstown WBAL has prompted 'CBM to sue 'BAL owner Hearst Broadcasting and Limbaugh syndicator EFM Media Inc. for \$3 million.

WCBM Of Maryland Inc. claims it was pressured to add EFM's "Dr. Dean Edell Show" in late '92 to keep the syndicator from moving Limbaugh's show to WBAL. In March '93, EFM told WCBM it would have to pay \$45,000

annually — in addition to the existing barter — for Limbaugh's show. According to the suit, that figure was negotiated down to \$28,200; 'CBM says it has a one-year contract running through May 31, 1994.

In October, EFM announced Limbaugh would move to WBAL on January 3, 1994. According to the suit, EFM disputed WCBM's position on the duration of the station's contract to carry the show.

WCBM seeks \$1 million in actual damages and \$2 million in punitive damages from EFM and Hearst. Officials from neither WBAL nor EFM were available for comment at R&R's deadline.

## Paxson, Great American Restructure

**B**ud Paxson's Paxson Broadcasting has changed its name to Paxson Communications Corporation. The new moniker follows a financial restructuring in which Paxson sold \$14 million in preferred equity to Sandler Media Group and expanded its senior debt facility to \$40 million, drawing on a syndicate of three banks.

Continued on Page 8

### TRANSACTIONS

## '93 Trading Breaks \$3 Billion Mark

Sosson scores \$100 million NewMarket Media buy

### Deals Of The Week

#### NewMarket Media Stations

PRICE: \$100 million

TERMS: Duopoly deals in Memphis,

New Orleans, and Oklahoma City

BUYER: REP Southeast G.P., a sub-

subsidiary of Radio Equity Partners L.P.,

headed by George Sosson. It owns

WWBB/Providence; WHYN-AM &

FM/Springfield, MA; and is buying

WCKT/Lehigh Acres (Ft. Myers), FL.

Sosson also manages M.L. Media,

which owns 10 stations in seven mar-

kets. Phone: (203) 857-5600

SELLER: NewMarket Media Corpora-

tion, owned by Stephen Robertson

and Peter Schulte. Phone: (919)

998-0691

BROKER: Dick Foreman of Richard

A. Foreman Associates Inc. repre-

sented the seller; Joel Hartstone and

Barry Dickstein of Hartstone & Dick-

stein advised the buyer as invest-

ment bankers.

#### KOQL-KXXY-AM & FM/

#### Oklahoma City

FREQUENCY: 101.9 MHz; 1340 kHz;

96.1 MHz

POWER: 100kw at 1387 feet; 1kw;

100kw at 1167 feet

FORMAT: Gold; Country; Country

COMMENT: NewMarket is in the pro-

cess of acquiring KOQL from Ent-

tercom.

#### KGTR-WNOE-AM & FM/

#### Port Sulphur-New Orleans

FREQUENCY: 106.7 MHz; 1060 kHz;

101.1 MHz

POWER: 100kw at 982 feet; 5kw;

100kw at 1004 feet

FORMAT: Gold; Country; Country

COMMENT: NewMarket is in the pro-

cess of acquiring KGTR (formerly

KQLD) from Beasley Broadcast

Group for \$335,000.

#### WREC-WEGR & WRXQ/

#### Memphis, TN-

#### Olive Branch, MS

FREQUENCY: 600 kHz; 102.7 MHz;

95.7 MHz

POWER: 5kw; 100kw at 900 feet; 6kw

at 328 feet

FORMAT: Nostalgia; AOR; New Rock

#### WSJS & WTQR/

#### Winston-Salem, NC

FREQUENCY: 600 kHz; 104.1 MHz

POWER: 5kw; 100kw at 1420 kHz

FORMAT: News/Talk; Country

#### WJMN/Boston

PRICE: \$22 million

TERMS: Duopoly deal; asset sale for

cash

BUYER: Pyramid Broadcasting, head-

ed by President/CEO Richard Bals-

baugh. It owns WXKS-AM & FM/

Everett-Medford (Boston) and nine

other stations in five markets. Phone:

(617) 396-1430

SELLER: Ardman Broadcasting

Corp., headed by President/Chairman

Mike Feldman. It currently owns sta-

tions in eight other markets. Phone:

(202) 750-4530

FREQUENCY: 94.5 MHz

POWER: 11.6kw at 1053 feet

FORMAT: CHR

### Group Deal

#### High Communications

#### Stations

PRICE: \$2,045,000

TERMS: Asset sales for cash

BUYER: Clark Broadcasting Com-

pany, principally owned by A. James

Clark of Easton, MD. Former WTOP

& WASH/Washington GM Michael

Douglass recently joined the com-

pany as President of the radio group.

It owns six stations in two markets.

Phone: (301) 657-7100

SELLER: High Communications Part-

nership, headed by Terry Kile of Lan-

caster, PA. Phone: (717) 293-4411

#### WCKY-AM & FM/Crozet

#### (Charlottesville), VA

PRICE: \$1,170,000

FREQUENCY: 810 kHz; 102.3 MHz

POWER: 1kw daytimer; 1030 watts at

564 feet

FORMAT: Country

#### WCKU/Nicholasville

#### (Lexington), KY

PRICE: \$875,000

FREQUENCY: 102.5 MHz

POWER: 2kw at 400 feet

FORMAT: Urban

### Illinois

#### WCRI/Eureka

PRICE: \$225,000

TERMS: Asset sale for cash

BUYER: Illinois Valley Broadcasters

Inc., owned by J. Collins Miller III of

Pontiac, IL; Candace Miller of Pon-

tiac; Lane Lindstrom of Pontiac; and

Scott Huebell of Maple Park, IL.

Phone: (815) 844-6101

SELLER: Woodford County Radio

Inc., owned by Mark and Mary Stan-

ton. Phone: (309) 467-5555

FREQUENCY: 98.5 MHz

POWER: 3kw at 328 feet

FORMAT: AC

### TRANSACTIONS AT A GLANCE

- High Communications Stations \$2,045,000
  - WCKY-AM & FM/Crozet (Charlottesville), VA
  - WCKU/Nicholasville (Lexington), KY
- WCRI/Eureka, IL \$225,000
- KLSN/Jefferson, IA \$103,000
- KLKL/Benton (Shreveport), LA \$367,500
- WLAV-AM & FM/Grand Rapids, MI \$2.9 million
- KJBO/Los Ranchos De Albuquerque, NM \$250,000
- WWKB & WKSE/Buffalo-Niagara Falls, NY \$5 million
- WKSU/Urbana (Dayton), OH \$250,000 for 34.09%
- KKRX-AM & FM/Lawton, OK \$200,000
- WUOZ/Belvedere, SC \$290,000
- WOGY/Germantown (Memphis), TN \$3 million
- WJCF & WNDD/Jefferson City, TN \$200,000
- WJJT & WEKX/Jellico, TN \$250,000
- WRMX/Murfreesboro (Nashville) \$6.5 million
- KRJT-AM & FM/Bowie, TX \$228,340
- KVEL & KLCY/Vernal, UT \$301,570
- WRRR/Frederiksted, U.S. Virgin Islands \$200,000
- WNLR/Churchville, VA \$200,000
- WPDR & WDDC/Portage, WI \$230,827 for 50%

### Iowa

#### KLSN/Jefferson

PRICE: \$103,000

TERMS: Asset sale for \$80,000 cash

and a five-year promissory note for

\$23,000 at 8% interest

BUYER: Coon Valley Communica-

tions Inc., owned by Patrick Delaney

of La Crescent, MN. He has interests

in WKBH-AM & FM/La Crosse, WI

and WQJY/West Salem, WI. Phone:

(507) 895-2065

SELLER: Breakthrough Broadcasting

Ltd., represented by Secretary Rolfe

Blaess. Phone: (515) 386-2222

FREQUENCY: 98.9 MHz

POWER: 3kw at 102 feet

FORMAT: B/EZ

### Louisiana

#### KLKL/Benton (Shreveport)

PRICE: \$367,500

TERMS: Duopoly deal. Asset sale for

\$50,000 cash and an eight-year prom-

issory note for \$317,500 at 10% in-

terest.

BUYER: Cary D. Camp and A.T. Moore

of Shreveport dba C&M Broadcasting

Co. Camp owns KOKA & KDKS/

Shreveport-Haughton. Moore owns

KFLO/Shreveport and eight other sta-

tions in six markets. Phone: (318)

424-2769

SELLER: Progressive United Corpora-

tion, headed by President William

Frey. It also owns KVKI/Shreveport

and is buying KEEL & KITT/Shreve-

port. It is selling this station to com-

ply with FCC rules limiting it to two

FMs in the same market. Phone: (318)

221-9696

FREQUENCY: 92.1 MHz

POWER: 3kw at 300 feet

FORMAT: Gold

### Michigan

#### WLAV-AM & FM/

#### Grand Rapids

PRICE: \$2.9 million

TERMS: Duopoly deal; asset sale for

\$2.6 million cash. In addition,

Stephen Adams is to be paid

\$300,000 cash under a consulting

agreement.

BUYER: Michigan Media Inc., a sub-

subsidiary of Bloomington Broadcasting

Corp., owned by President Timothy

Ives of Bloomington, IL and members

of his family. Bloomington Broadcast-

ing owns WKLQ/Holland (Grand Rap-

ids), MI and 11 other stations in five

markets. Phone: (309) 829-1221

SELLER: Radio Group Corporation,

headed by President Stephen Adams

of Camarillo, CA. He has interests in

seven other radio stations and three

TV stations. Phone: (616) 456-5461

FREQUENCY: 1340 kHz; 96.9 MHz

POWER: 1kw; 50kw at 500 feet

FORMAT: New Rock; AOR

### New Mexico

#### KJBO/Los Ranchos

#### De Albuquerque

PRICE: \$250,000

TERMS: Asset sale for \$50,000 cash

and a five-year promissory note for

\$200,000 at 10% interest

BUYER: New Mexico Investment En-

terprises Inc., owned by Erlinda Hour-

igan, Ken Gallegos, Peter Fuentes,

Freddie Chavez, Bobby Box, and Ar-

thur Fuentes of Albuquerque, and Ed-

ward Longhi of Rio Rancho, NM.

Phone: (505) 880-1118

SELLER: Don R. Davis of Alberquer-

que, a sole proprietor. He also owns

Continued on Page 8

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## Double Dose Of Duopoly Deals At Deadline

Shortly before going to press Tuesday (12/28), R&R learned of two additional large-market duopoly deals:

- Clear Channel announced a deal to buy Ackerley Gold outlet WAXY/Miami for \$14 million. The station is already in an LMA with WHYI, which Clear Channel is acquiring as part of its \$54 million Metroplex takeover.

- American Radio Systems is buying WNEZ & WRCH/Hartford for a duopoly with WZMX. No immediate word on price.

## Tax Law Changes Explained

NAB has published a new book explaining the impact of 1993 tax changes for broadcasters.

"The 1993 Tax Act: What It Means," edited by NAB VP/Economist Mark Fratrik, features chapters by tax experts from KPMG Peat Marwick, Price Waterhouse, Dow Lohnes & Albertson, and Harrison Bond & Pecaro. Topics include tax rates, business expense deductibility, pension/retirement rule changes, the new tax treatment of intangible assets, and station valuations.

The book is \$65 for NAB members and \$130 for non-members.

## Paxson, Great American Restructure

Continued from Page 6

Paxson, which owns 13 stations in Florida, plans to use the cash and debt facility for additional acquisitions. Communications Equity Associates was investment banker for the deal.

### Great American Halves Debt

Great American Communications Company (Nasdaq: GACC) Tuesday (12/28) announced the completion of its financial restructuring through a prepackaged Chapter 11 filing. The reorganization reduced Great American's debt and preferred stock obligations from \$910 million to \$433 million.

## TRANSACTIONS

Continued from Page 6

KZNM/Grants, NM; KHWY/Santa Rosa, NM; and has an interest in KMIN/Grants. Phone: (505) 884-3444  
**FREQUENCY:** 1050 kHz  
**POWER:** 1kw day/500 watts night  
**FORMAT:** Business News

### New York

#### WWKB & WKSE/Buffalo-Niagara Falls

**PRICE:** \$5 million  
**TERMS:** Duopoly deal  
**BUYER:** Keymarket Communications, owned by Kerby Confer. It owns eight stations in three markets and is buying WBEN & WMJQ/Buffalo. Phone: (706) 855-0555  
**SELLER:** Price Communications, a publicly traded company (AMEX: PR) headed by President Robert Price. It owns four other radio stations in two markets and three TV stations. Phone: (212) 757-5600  
**FREQUENCY:** 1520 kHz; 98.5 MHz  
**POWER:** 50kw; 46kw at 420 feet  
**FORMAT:** News/Talk; CHR  
**BROKER:** Gary Stevens of Gary Stevens & Company

### Ohio

#### WKSW/Urbana (Dayton)

**PRICE:** \$250,000 for 34.09%  
**TERMS:** The buyer is converting \$250,000 in loans to the corporation into stock.

**BUYER:** Robert Miller of Medina, OH, increasing his stock ownership of United States Broadcasting Corp. from 35.66% to 69.75%. He is Chairman and President of the corporation.

**SELLER:** Various other shareholders will have their percentage interests reduced by virtue of the sale of new stock.

**FREQUENCY:** 101.7 MHz  
**POWER:** 3kw at 328 feet  
**FORMAT:** Country

### Oklahoma

#### KKRX-AM & FM/Lawton

**PRICE:** \$200,000  
**TERMS:** Asset sale for cash  
**BUYER:** Sovereign Broadcasting Inc., owned by Robert Magruder of Dallas; John Dicoskey of Carrollton, TX; and Bill Shoemate of Lawton. Magruder has an interest in KPBB/Pine Bluff, AR. Phone: (214) 528-0501  
**SELLER:** KKRX Inc., headed by President Louise Hill Downing. Phone: (405) 355-1050  
**FREQUENCY:** 1050 kHz; 98.1 MHz  
**POWER:** 250 watts day/6 watts night; 100kw at 202 feet  
**FORMAT:** Spanish; AC  
**BROKER:** George Moore & Associates

### South Carolina

#### WUOZ/Belvedere

**PRICE:** \$290,000  
**TERMS:** Asset sale for \$141,000 cash and a five-year promissory note for \$150,000 at 9% interest. Closing is to be contemporaneous with the seller's

purchase from the buyer of WJYO/ Fort Myers, FL.

**BUYER:** Radio Training Network Inc., headed by Chairman Bill Watkins and President James Campbell. It also owns WLFJ/Greenville and WJIS/Bradenton, FL. Watkins, Campbell, and another director have interests in WFDR & WVFJ/Manchester, GA. Phone: (813) 644-3464

**SELLER:** Toccoa Falls College, a non-profit corporation headed by President Paul Alford of Toccoa Falls, GA. It also owns WRAF/Toccoa Falls; WCOP/Warner Robbins, GA; and an FM CP for Belton, SC. Phone: (919) 886-6831

**FREQUENCY:** 88.5 MHz  
**POWER:** 4.46kw at 1387 feet  
**FORMAT:** Religious

### Tennessee

#### WOGY/Germantown (Memphis)

**PRICE:** \$3 million  
**TERMS:** Duopoly deal; asset sale for cash  
**BUYER:** Keymarket Communications, owned by Kerby Confer. It owns WJCE & WRVR/Memphis and six other stations in two markets. Phone: (706) 855-0555  
**SELLER:** Ardman Broadcasting Corp. (See "Deals Of The Week").  
**FREQUENCY:** 94.3 MHz  
**POWER:** 50kw at 472 feet  
**FORMAT:** Country

#### WJFC & WNDD/ Jefferson City

**PRICE:** \$200,000  
**TERMS:** Asset sale for cash  
**BUYER:** Eaton P. Govan III and Bertton B. Cagle Jr. as general partners. They own WUSJ/Johnson City, TN. Phone: (615) 926-3121  
**SELLER:** Defuniak Communications Inc., headed by President Robert Schumann of Binghamton, NY. Phone: (615) 475-3825  
**FREQUENCY:** 1480 kHz; 96.3 MHz  
**POWER:** 500 watts day/34 watts night; 690 watts at 653 feet  
**FORMAT:** Country

#### WJJT & WEKX/Jellico

**PRICE:** \$250,000  
**TERMS:** Duopoly deal; asset sales for cash. The buyer is paying \$100,000 for the AM and \$150,000 for the FM.  
**BUYER:** Trio Broadcasting Corporation, owned by Randy Thompson of Hindman, KY; and Roger Martin of Pikeville, KY. They are buying WEKX/Williamsburg, KY, which has a signal overlap with this combo. Martin is part-owner of the seller of this AM. Thompson owns WKCB-AM & FM/Hindman. Phone: (606) 785-3129  
**SELLER:** Jellico Broadcasting Inc., headed by President Roger Martin, is selling the AM. Fate Lamont McAnal-

ly of Williamsburg, is selling the FM. McAnally also owns WEKC, which is being sold separately to the same buyer. Phone: (606) 432-2938 for Jellico Broadcasting; (606) 549-1027 for McAnally

**FREQUENCY:** 1540 kHz; 102.7 MHz  
**POWER:** 1kw daytimer; 630 watts at 1008 feet  
**FORMAT:** Country

#### WRMX/Murfreesboro (Nashville)

**PRICE:** \$6.5 million  
**TERMS:** Duopoly deal; asset sale for \$6 million cash and a promissory note for \$500,000

**BUYER:** South Central Communications Corporation, owned by John Engelbrecht of Evansville, IN and his mother, Bettie Engelbrecht of Evansville. They own WZEZ/Nashville and five other stations in two markets. Phone: (812) 464-1150

**SELLER:** Nashville Partners L.P., managed by Signature Broadcasting, headed by Dick Oppenheimer. He also owns KIXL/Austin, TX and is selling WQKB/Pittsburgh. Phone: (512) 451-7966

**FREQUENCY:** 96.3 MHz  
**POWER:** 100kw at 827 feet  
**FORMAT:** Gold

### Texas

#### KRJT-AM & FM/Bowie

**PRICE:** \$228,340  
**TERMS:** Stock sale for \$20,000 cash, assumption of a promissory note with a balance of \$128,340 owed to First National Bank of Bowie, and issuance of a 10-year promissory note for \$80,000 at 8% interest payable to the seller

**BUYER:** Billy Jon Etter of Bowie, acquiring all stock of Bowie-Nocona Broadcasting Co. Inc. Phone: (817) 872-2288

**SELLER:** Everett and Lois Mason of Bowie, selling their entire 100% stock interest. Phone: (817) 872-2288

**FREQUENCY:** 1490 kHz; 100.7 MHz  
**POWER:** 500 watts day/122 watts night; 3.1kw at 460 feet  
**FORMAT:** Country

### Utah

#### KVEL & KLCY/Vernal

**PRICE:** \$301,570  
**TERMS:** Asset sale for \$100,000 cash and a five-year promissory note for \$201,570 at 8% interest, payments interest-only for the first year and amortized thereafter

**BUYER:** Ashley Communications Inc., owned by James and Debra Davis of Vernal. Phone: (801) 789-2001  
**SELLER:** KVEL Inc., owned by George Hatch of Salt Lake City. He also owns KUTV-TV/Salt Lake Ci-

ty; KUSG-TV/St. George, UT; and WOKR-TV/Rochester, NY. Phone: (801) 973-3000

**FREQUENCY:** 920 kHz; 105.9 MHz  
**POWER:** 2.5kw day/1kw night; 2.9kw at 413 feet  
**FORMAT:** AC; Country

### Virgin Islands

#### WRRR/Frederiksted

**PRICE:** \$200,000  
**TERMS:** Asset sale for cash  
**BUYER:** Reef Broadcasting Inc., owned by Richard Blom of Frederiksted. Phone: (809) 772-3884  
**SELLER:** Carlos A. Lopez-Lay of Santurce, Puerto Rico. Phone: (809) 725-5300  
**FREQUENCY:** 1290 kHz  
**POWER:** 500-watt daytimer  
**FORMAT:** Variety

### Virginia

#### WNLR/Churchville

**PRICE:** \$200,000  
**TERMS:** Asset sale for a 10-year promissory note for \$200,000 at no interest. Semiannual payments are to be made equal to 25% of the gross donations and contributions received by the buyer during its radiothons and on-air fundraisers

**BUYER:** New Life Ministries Inc., a nonprofit corporation headed by President David Anthony of Staunton, VA

**SELLER:** Blue Ridge Broadcasting Inc., headed by President Alan Carter. Phone: (703) 886-7032

**FREQUENCY:** 1150 kHz  
**POWER:** 1kw daytimer  
**FORMAT:** Contemporary Christian

### Wisconsin

#### WPDR & WDDC/Portage

**PRICE:** \$230,627 for 50%  
**TERMS:** Stock sale for a 15-year promissory note for the entire amount at 8.5% interest  
**BUYER:** Edward Kramer of Fort Atkinson, WI, increasing his stock ownership of Kramer Broadcasting Inc. from 50% to 100%  
**SELLER:** Shirley Kramer of Portage, selling her 50% stake  
**FREQUENCY:** 1350 kHz; 100.1 MHz  
**POWER:** 1kw day/41 watts night; 3.3kw at 300 feet  
**FORMAT:** Country

### For The Record

The dollar totals were misstated in the previous R&R (12/16). The correct figures were \$2,874,205,100 for the year-to-date and \$62,867,975 for the week.

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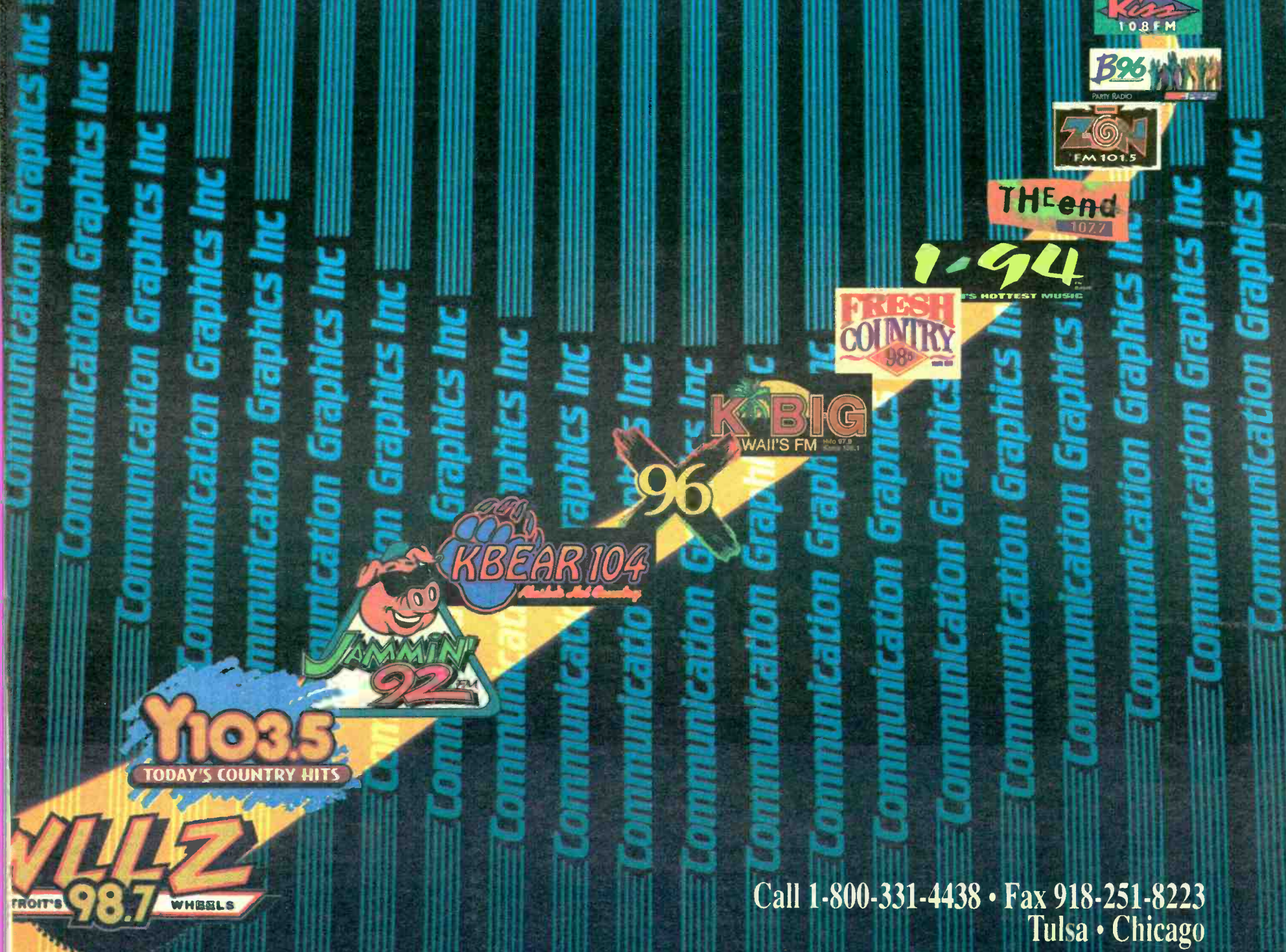
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## Macky Exits WQKB, Joins Crosstown Competitor WDSY

WQKB/Pittsburgh PD Bill Macky has crossed town to program Country competitor WDSY, where the PD post has been vacant since September. WEEP & WDSY-WXRB VP/GM Joe Armao retains OM duties for the Country triumvirate.

Macky said, "It was a very tough decision to leave EZ Communications. [VP/Programming] Tim Murphy is my friend and mentor. But I felt the future of Pittsburgh Country was here, and I wanted the opportunity to work for Joe Armao and Entercom. They're tremendously committed to all three of these stations — and I didn't have the confidence in WQKB's local management to see [the new Country station] through."

Macky joined EZ in September 1992 as PD of KQBR/Davis-Sacramento and transferred to WQKB a year ago. Prior to that, Macky spent two years as PD at KRTY/San Jose. He previously programmed KMIX/Modesto and spent almost nine years on the air at KSON/San Diego.

### Here Comes The Judd



While visiting ABC Radio Networks' New York studios, Naomi Judd discussed her new autobiography, "Love Can Build A Bridge," with correspondent Bill Diehl.

## McNamara Elevated To KXL Station Mgr.

KXL-AM & FM/Portland GSM Tim McNamara has been upped to Station Manager of the News/AC combo. He succeeds VP/GM Ray Watson, who is now Sr. VP/GM of parent company Kaye Smith's Broadcast Division.

"Tim McNamara has produced record sales results during his 10 years at KXL," Watson noted. "This promotion is highly deserved. I know Tim will do an outstanding job in leading our stations to new levels of achievement in the future."

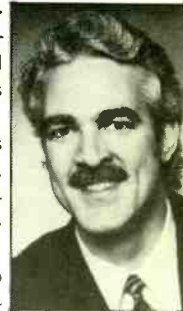
## EXECUTIVE ACTION

### Gowan Named VP/Marketing Of Kids' Net

Tom Gowan has joined Children's Broadcasting Corp. and its Radio AAHS network as VP/Marketing. Gowan will oversee marketing and promotion efforts for the company's O&O stations and act as a resource to other affiliates.

CBC President Christopher Dahl said, "Tom's background is a perfect match for Radio AAHS. He has a vast range of experience — including having served as Station Manager of WLOL/Minneapolis."

Gowan, whose radio career dates back to 1974, was most recently VP/New Business Development for a Minneapolis-based children's marketing company.



Gowan

### Simon Takes Sr. Director/A&R Post At RCA

Lou Simon has been appointed Sr. Director/A&R at RCA Records. In his new role, the three-year label vet will interact with publishers and songwriters on the label's behalf and head its international A&R efforts.

"Lou is the ultimate music junkie," Sr. VP/A&R Dave Novik remarked. "He breathes songs and loves artists from around the globe. He inspires all of us in A&R with qualitative taste and knowledge."

Simon, who was previously RCA's Director/Market Analysis & Planning, spent 16 years in radio before joining the label, including stints as PD at KCPX/Salt Lake City and MD at KKHR/Los Angeles.



Simon

### Interop Makes Two VP Appointments

The Interop Radio Store has promoted VP/Financial Planning Michael Tsavaris to VP/CFO and Debbie Schwartz to VP/Treasurer. Tsavaris replaces Pat Healy, who resigned to become Executive VP/CFO of NFO Research Inc., a custom market research company.

Tsavaris joined Interop in 1984 as Manager/Corporate Accounting. He had been VP/Financial Planning since 1991.

Schwartz, whose responsibilities will include investor and creditor relations, as well as acquisition/joint venture analysis and financing, had been VP/CFO of EBE Communications, the radio station group owned by Interop Chairman Ralph Guild. Schwartz joined Interop in 1986 as Accounting Manager and assumed the EBE position in 1988.



Tsavaris



Schwartz

### Lindahl Named GM For KUPL Couple

Former KLRX/Dallas VP/GM Gregg Lindahl has been named GM at KUPL-AM & FM/Portland, which BayCom Partners purchased from Scripps-Howard two weeks ago.

He succeeds Ed Hardy, who resigned to pursue station ownership opportunities.

BayCom COO Jack McSorley said, "We're very excited to have a broadcaster of Gregg's stature join the BayCom team. His personal and professional qualities will make a significant impact on our growing company."



Lindahl

Lindahl commented, "I feel extremely fortunate to join the KUPL team, plus work and live in one of

LINDAHL/See Page 19

### Dayton Rocker WZJX-FM Debuts

The Dayton market's newest signal, AOR WZJX-FM/Dayton, signed on December 15. George Wymer is GM/GSM and Randy Scovil is PD/MD of the Miami Valley Communications outlet, which is billed as a current-intensive, guitar-oriented album and modern rock format.

WZJX/See Page 19

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## 1994 Industry Events Calendar

### JANUARY

- 6-March 30 Winter Arbitron.  
 17 Martin Luther King Day.  
 29-February 3 Pollack Media Group/Europe Development, Palais des Festivals, Cannes.  
 30 MIDEM '94, Palais des Festivals, Cannes.  
 30 Super Bowl XXVIII. Georgia Dome, Atlanta.

### FEBRUARY

- 5 & 6 Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.  
 7 21st Annual American Music Awards. Shrine Auditorium, Los Angeles.  
 7 & 8 Radio Group Head Fly-In. Washington Park Hyatt, Washington.  
 9-11 29th Annual Broadcast Cable Credit Association Credit & Collections Seminar. Sheraton Grand Hotel, Tampa.  
 14 Valentine's Day.  
 17-19 Gavin Convention. Westin St. Francis Hotel, San Francisco.  
 17-20 RAB Managing Sales Conference & Executive Symposium. Loews Anatole, Dallas.  
 21 Presidents Day.

### MARCH

- 1 36th Annual Grammy Awards. Radio City Music Hall, New York.  
 2-5 25th Country Radio Seminar. Opryland, Nashville.  
 17 St. Patrick's Day.  
 19-22 36th Annual NARM Convention. San Francisco, San Francisco Marriott.  
 21-24 72nd Annual NAB Convention. Convention Center, Las Vegas.  
 27 First day of Passover.  
 31-June 22 Spring Arbitron.

### APRIL

- 3 Easter Sunday.  
 3 Daylight Savings Time begins.  
 5 Baseball Opening Day.

### MAY

- 3 29th Annual Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.  
 8 Mother's Day.  
 30 Memorial Day.

### JUNE

- 1-4 43rd National AWRT Convention. Minneapolis Hilton Hotel.  
 11-17 NAB Executive Management Development Seminar for Radio Broadcasters. University of Notre Dame, South Bend, IN.  
 15 Third Annual Radio Creative Fund Mercury Awards. Waldorf Astoria, New York.  
 19 Father's Day.  
 23-September 14 Summer Arbitron.  
 23-26 National Association of Talk Show Hosts. Loews Santa Monica Beach Hotel, Los Angeles.  
 23-25 Bobby Poe Convention. Sheraton Premiere, Tysons Corner, VA.

### JULY

- 7-10 Upper Midwest Communications Conclave. Hilton Hotel & Towers, Minneapolis.  
 12 Baseball All-Star Game. Three Rivers Stadium, Pittsburgh.  
 19-24 New Music Seminar. Sheraton Hotel, New York City.

### AUGUST

- 25-27 T.J. Martell Rock 'N Charity Weekend. Los Angeles.

### SEPTEMBER

- 4 NFL season begins.  
 5 Labor Day.  
 6 First day of Rosh Hashanah.  
 16 Yom Kippur  
 22-December 14 Fall Arbitron.

### OCTOBER

- 5 CMA Awards. Grand Ole Opry, Nashville.  
 12-15 NAB Radio Show. Convention Center, Los Angeles.  
 12-15 RTNDA 49th International Conference & Exhibition. Convention Center, Los Angeles.  
 30 Daylight Savings Time ends.  
 31 Halloween.

### NOVEMBER

- 11 Veterans Day.  
 24 Thanksgiving Day.  
 28 First day of Hanukkah.

### DECEMBER

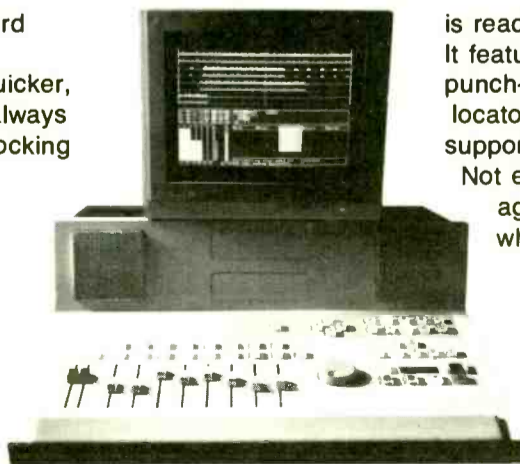
- 25 Christmas Day.

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## Radio

• **DEAN ALEXANDER** has been tapped as VP & Director/Sales at KATH-KBOZ-AM & FM/Bozeman, MT. The 13-year company veteran retains the stations' Sports Director post.

• **JOHN BREJOT** steps up from NSM to GSM at KHMV/Houston. Assuming Brejot's former post is **KIRT HAYES**, who most recently served as Regional AE/Marketing Services Manager at Eastman Radio.



Hayes

• **BRIAN KELLY** has been promoted to Station Manager at WMLI/Madison, WI. The 12-year radio veteran previously served as PD.

• **LOU GISERMAN** and **TONY GATTO** have been named Asst. Director/News & Programming and Managing Editor/Operations, respectively, at WCBS (AM)/New York. Giserman is a 20-year radio industry veteran who formerly worked at Mutual/NBC Radio; Gatto most recently served as WCBS (AM)'s morning producer.

## Records

• **JIM COWAN** has been tapped as VP/GM at Pacific Arts Audio. He previously served as a sales and promotion consultant to the label.

• **CHARLES WALLACE** joins Warner Special Projects as VP/Finance. He previously was COO at Newfield Enterprises International.

• **DANIELLA CAPRETTA**, most recently A&R/National Promotion Coordinator at Giant Records, assumes Marketing & Creative Manager duties at Drive Entertainment. Concurrently, former Original Sound publishing/licensing staffer **EMILY BROWN** shifts to Drive as Production Manager.

• **LAURA MORGAN** advances from West Coast Publicist to Director/Alternative Press at A&M Records.

• **TESS AREVALO** rises from Manager to Associate Director in PolyGram Holding Inc.'s Corporate Communications Department.

• **MELANNE MUELLER** exits Denon Records for Manager/Publicity duties at BMG Classics.

• **CONCETTA CANNATA** and **JOHN MATICH** move up to Managers/Production at RCA Records.

• **KATE MILLER** shifts to American Recordings as Head/Music Video & Special Projects. She formerly was Head/Music Video at O Pictures.

• **DAVE TEDDER** has been named Label Manager at GSE Music Entertainment's forthcoming North American branch. Set to open in January, the new office is located at 6546 Hollywood Blvd., Suite 20159, Hollywood, CA 90028.

• **WAYNE HENRICKSEN**, **BRIAN PORIZEK**, and **DAVID LIPSON** have formed Cabana Boy Records. Previously, Henricksen was Alesis Corp.'s Director/Artist Development, Porizek owned Those Guys Records, and Lipson worked in radio promotion and marketing. Former A&M VP/Artist Development **ALAN OKEN** and manager/agent **DAVID LIBERT** serve as consultants to the new label, which can be reached at 698 Mobil Ave., Camarillo, CA 93010; (805) 529-4456.

• **PATRICK RAINS** — formerly an artist manager — is heading newly established PRA Records. Distributed domestically via Koch International, PRA can be contacted at 9034 Sunset Blvd., Suite 250, Los Angeles, CA 90069; (310) 550-6132.

• **MAMMOTH RECORDS** has formed a worldwide agreement with Prawn Song Records, a San Francisco-based label established by Primus member Les Claypool. The first two releases under the new deal are set to be distributed by RED; (919) 932-1882.

• **GLENN BRYANT** and **RONALD DAVENPORT JR.** have been appointed Director and Manager in American Urban Radio Networks' Affiliate Relations Department. Bryant is a 20-year radio industry veteran; Davenport currently serves as general counsel to Sheridan Broadcasting Corp.

## National Radio

• **DARREL GOODIN** joins Metro Networks' Arizona branch as GM. He exits WWKB & WKSE/Buffalo-Niagara Falls, where he was VP/GM. At the networks' New York office: VP/Mar-

keting, Tri-State Region **HAROLD DEUTSCH** adds Operations & Affiliate Relations duties; **JOSEPH NOLAN** is elevated to Director/Special Projects.

• **STACEY DORF** has been named Regional Marketing Director at Premiere Radio Networks. She has held posts at DGC Records, Capitol Records, KNAC/Los Angeles, and Avalon Attractions.



Dorf

• **KEN MANESS** — President of WJCW & WQUT/Tri-Cities, TN — has been named President of the national AP Broadcasters Inc.'s board of directors. Rounding out the cabinet are WPIX-TV/New York Sr. VP/News **JOHN CORPORAN** (President-elect), WINS (AM)/New York GM **SCOTT HERMAN** (VP/Radio), and KSNW-TV/Wichita VP/GM **AL BUCH** (VP/Television). Elected as regional representatives to the board are WSTM-TV/Syracuse News Director **MARK CARROS**, KVBC-TV/Las Vegas VP/GM **ROLLA CLEAVER**, KVOO-AM & FM/Tulsa VP/GM **MIKE DeMARCO**, and WJLA-TV/Washington News Director **GARY WORDLAW**.

• **MICHAEL FOX**, formerly KABC/Los Angeles's Operations Director, has been tapped as VP/Operations at Shadow Broadcasting Services/LA. & San Diego.

## CHRONICLE

## Births

**KGHR/Tuba City, AZ** GM **Stu Schader**, wife Gina, daughter Simone, December 16.

**WXRT/Chicago** morning talent **Lin Brehmer**, wife Sara Farr, son Wilson Franklin, December 13.

**WDRE/Philadelphia** News Director **Mark "The Shark" Drucker**, wife Lisa, daughter Kendal Jill, October 30.

## Condolences

Longtime music industry professional **Nancy Blume**, 71, December 11.

• **BROADCAST PARTNERS** is distributing Learfield Data, a satellite-delivered broadcast newswire service. Available by subscription, the new system allows users to receive and pay for needed information only; (314) 893-7200.

## For The Record

**Ken Gioia** has been named LSM, not GSM, at KMOX/St. Louis (R&R 12/17).

## Changes

**AC:** **Eva Key** exits WYZK-FM/Hilton Head, SC for AE duties at KRLV-FM/Las Vegas . . . Soft AC **CIEZ/Halifax**, Nova Scotia names **Lisa Akizuki** PD.

**AOR:** **KBOY/Medford, OR** MD **Steve Kelly** exits; **Matt Roberts** cops his slot . . . **WRXK/Ft. Myers, FL** MD **Arvette** exits and is succeeded by former **WYNF/Tampa** night slammer **Austin Keyes** . . . **WAAF/Boston** swing jock **Glen Schuck** joins **KRQC/Monterey-Salinas** for mornings . . . At **WILL/Kenosha, WI:** **Jim Cranston** assumes Production Director/PM drive duties; **Tom Kief** moves from evenings to AM drive; overnigher **John Perry** shifts to evenings; weekender **Jane Cochran** is upped to overnights . . . Former **WDST/Woodstock, NY** weekender **Dave Leonard** segues to **WKZE/Sharon, CT** as marketing consultant/weekend personality . . . Detroit's new 810 area code is in effect for **WLLZ** and **WRIF**.

**CHR:** **KHKS/Dallas** ups parttimer **Michael B. Jordan** to afternoons, succeeding **J.J. McKay** . . . **Lisa Adams** leaves **KSRI/San Francisco** to fill middays at **KFFM/Yakima, WA** . . . At **KBOS/Fresno:** Overnigher **Kirsten Silva** moves to late nights; **Lorraine Love** exits crosstown **KQPW** for Silva's former shift . . . At **WMEE/Ft. Wayne, IN:** Night talent **Chris Tyler** and **WDZR/Detroit** news vet **Toni Kayumi** team for mornings; **Zack Skyler** moves to nights . . . **WQHT/New York** ups **Sharon Ritterband** and **Stu Dinetz** to Sr. AEs . . . **WKTI/Milwaukee** temporary AE **Kelly Madden Tempesta** is given fulltime status . . . Longtime **WBZZ/Pittsburgh** APD/MD/middayer **Jeff Tyson** exits to pursue a PD post.

## PROS ON THE LOOSE

**Bill Jerome** — Afternoons WNCN/New York (609) 683-7433

**Kim Leslie** — Air personality WMZQ/Washington (301) 428-1990

**Mary London** — PD WXRC/Charlotte (704) 938-8704

**Country:** **WTVL/Augusta, ME** drops AC for Country. **Tom Mitchell** — PD of duopoly CHR sister **WMME** — will program the new outlet, which has applied for the calls **WEBB** . . . **Amy Amos** and **Jill Mansour** join **WXCY/Havre de Grace, MD** as media consultants . . . **WWQM/Madison, WI** night personality **Tammy Lee Baker** exits to pursue other interests.

**Gold:** Effective January 12, 1994, **Joe Lundy** exits **WKBZ/Muskegon, MI**'s afternoon news anchor/reporter post for News Director duties at **WMXR/Woodstock, VT**.

**New Rock:** **WRLT & WRLG/Nashville** snag longtime crosstown Country **WYQC** AEs **Jeanne Hice** and **Ruth Hicks** for similar duties . . . **Marcie Cleland** is **KACV/Amarillo, TX**'s new MD; **Melissa Prosser** exits.

**News/Talk:** Former **Philadelphia Inquirer** sportswriter **Glen Macnow** joins crosstown **WIP** for a weekday, 10am-noon shift . . . **WWDB/Philadelphia**'s new Promotion Director is **Dave Gorab**, most recently GM at Syracuse University's **WJPZ** . . . **WLWA & WLW/Cincinnati** have renewed their agreement to broadcast Bengals football games over the next three years . . . Consultant **Jack Hayes**'s new phone and fax numbers are (619) 455-6678 and (619) 455-6679, respectively . . . **Susquehanna's** **WSBA/York, PA** has completed a four-month transition from Full Service to News/Talk.

**UC:** Northeast San Francisco suburban signal **KNBA/Vallejo, CA** switches from Country to Urban Gold as **KXBT**, "The Beat Of The Bay." The staff remains the same.



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# MANAGEMENT

## FIVE STEPS

### Overcoming The Overmanagement Problem

**O**vermanaging GMs or owners can be detrimental to a station's well-being. Instead of allowing department heads to manage a staff, overmanaging GMs tend to deal directly with subordinates and undermine department heads' decisions. Lansing-based **Ottaway Communications Inc.** President **Robert Ottaway** recommends the following five-step cure to help overcome overmanagement:

**Hold weekly department-head meetings.** These meetings not only provide a station-wide forum for all managers to discuss their respective departments' successes and problems, but also help keep department heads — and the GM — focused on the same goals.

**Assign someone to take minutes.** Many managers either don't have time or are too lazy to take minutes. However, overmanagers will be less likely to change their minds or interfere with plans if they know decisions will be kept on record.

**Refer to the minutes.** If the boss still interferes — even after a decision has been made at the meeting — simply pull out a copy of the minutes and say, "I'm confused. Didn't we agree to do 'this'?" Why are you suggesting 'that'?" Ideally, the boss will reconsider.

**Avoid covering the same ground.** Take time during your meetings to review the previous week's minutes. Make sure any uncompleted tasks remain on the agenda under "old business." You'll not only be able to recognize whether plans have been carried out efficiently, but also whether the GM — or any other manager — has deviated from the original decisions. If they have, point out their negligence. Their embarrassment should keep them from digressing in the future.

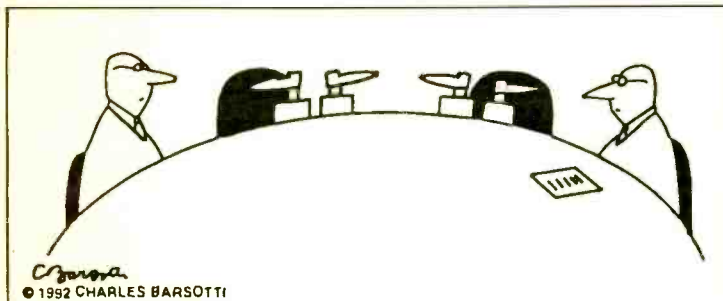
**Wave the white flag.** If the previous steps don't work, privately meet with the GM to discuss the problem. Refer to the minutes if you feel they'll help your case. If he says he simply vetoed some decisions —

a valid excuse since he is the GM — be prepared with three or four separate examples of the offending behavior. Then ask the GM whether this interference was beneficial to the station as a whole. The GM should get the message and appreciate your concern over the station's welfare.

### How To Mediate Employee Disputes

**W**hen moderating an argument between two subordinates, the key is for them to acknowledge it's a shared problem — not a "me vs. you" situation.

According to Chicago-based **Center For Employment Dispute Resolution** founder **Lamont Stallworth**, once the disputants agree the common goal is problem-solving, the most important step toward a solution has been taken.



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"It's been moved that we conduct our meetings with the decorum befitting a Fortune 500 company. Do I hear a second?"

### Getting More From Meetings

**T**o make your staff meetings more effective, define the type of meeting you want. According to the Georgetown, CT-based *Office Systems93* newsletter, there are four basic types of meetings, as follows:

**Informational.** If you'll be the one relaying the information, get everyone together and assume the role of the town crier. You should also tell your staff in advance that this will be the nature of the meeting.

**Fact-finding.** Call this type of meeting when you're simply gathering the facts — and don't anticipate any decision, plan, or action to result.

**Planning.** This type of meeting is called for when you want staffers to express their views, concerns, solutions, and expertise. Enhance the meeting's productivity by designing an agenda that highlights future needs and identifies the desired contributions and goals.

**Decision-making.** Due to the more formal nature of such meetings, you must issue an agenda prior to the meeting itself. This agenda should include fact-finding data analysis, raw data summary (in a usable form), and evaluations of possible outcomes.

### Avoid Making Biased Decisions

**B**efore you make a decision, make sure it's not biased. According to the Corte Madera, CA-based *Executive Edge* newsletter, the four most common biases are:

**Availability.** Don't give more weight to information simply because it's readily available. Make sure you've gathered all the information necessary to make the decision instead.

**Personal.** Don't give more weight to factors simply because they support your personal position.

**Interest.** Don't give more weight to something simply because you find it more interesting.

**Recall.** Don't give more weight to information simply because it's more familiar to you.

### DATELINE

- **Jan. 29-Feb. 3** — Pollack Media Group/Europe Development. Palais des Festivals, Cannes.
- **January 30** — MIDEM '94. Palais des Festivals, Cannes.
- **January 30** — XXVIII Super Bowl. Georgia Dome, Atlanta.
- **February 5-6** — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.
- **February 7** — 21st Annual American Music Awards. Shrine Auditorium, Los Angeles.
- **February 7 & 8** — Radio Group Head Fly-In. Washington Park Hyatt, Washington.
- **February 9-11** — 29th Annual Broadcast Cable Credit Association Credit & Collections Seminar. Sheraton Grand Hotel, Tampa.
- **February 17-19** — Gavin Convention. Westin St. Francis Hotel, San Francisco.
- **February 17-20** — RAB Managing Sales Conference & Executive Symposium. Loews Anatole, Dallas.

- **March 1** — 36th Annual Grammy Awards. Radio City Music Hall, New York.
- **March 2-5** — 25th Country Radio Seminar. Opryland, Nashville.
- **March 19-22** — 36th Annual NARM Convention. San Francisco Marriott.
- **March 21-24** — 72nd Annual NAB Convention. Convention Center, Las Vegas.
- **May 3** — 29th Annual Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.
- **June 1-4** — 43rd National AWRT Convention. Minneapolis Hilton Hotel.
- **June 11-17** — NAB Executive Management Development Seminar for Radio Broadcasters. University of Notre Dame, South Bend, IN.
- **June 23-26** — National Association of Talk Show Hosts. Loews Santa Monica Beach Hotel, Santa Monica, CA.
- **June 23-25** — Bobby Poe Convention. Sheraton Premiere, Tysons Corner, VA.

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# SALES & MARKETING

## 'ACTIVITY-BASED COSTING'

### Determining The Price Of Doing Business

By Henry Lawson

The "profit = revenue - cost" equation may be basic, but certain aspects of radio — massive fixed costs, shareholder/bank covenants, and the variety of options regarding salesforce configurations and other areas of the station — make the basic formula's realities difficult to fathom.

#### Easy As 'ABC'

To discover the best way to run our business, we conducted an "Activity-Based Costing" (ABC) study. ABC grew as a new form of cost accounting in the late '80s, primarily in manufacturing environments (Hewlett-Packard, Goodyear) where individual production costs needed to be uncovered.

The study looked at all elements of operations, from the obvious "front-end" sales operations to accounting and management. Here's what we found:

**Contrary to the '80s paradigm, national business is not a fixed 'zero-sum' game. It's expandable, provided we put resources into growing the market.**

National salespeople spend 55% of their time communicating with radio stations and 45% with agencies. This disproves the traditional thought that salespeople were always at agencies.

The structure of a rep's station list has a direct effect on the above percentages. Through skillful, cus-

### Sales Cost By Activity

A radio station can make major improvements in its sales efficiency simply by looking at a salesperson's activities. The chart below outlines the sales costs of typical sales activities:

Activity	Sales Cost (%)
Meeting prospects	21.8%
Setting up calls	15.1
Writing presentations	13.8
Traveling	9.2
Building relationships	8.8
Following up	7.6
Writing orders	7.2
Doing promotions	5.0
Internal meetings	4.9
Prospecting	3.7
Writing copy	2.7
General administration	0.2

tomers-based time allocation, a rep can balance station needs with the appropriate level of sales personnel. The more time a salesperson can spend — per station — in front of buyers, the greater the revenue and

budget share. Therefore, innovative management guarantees a decided advantage in national sales.

Regional stations are a valuable mainstay of a rep's regional offices. The challenge is to serve these stations in such major buying centers as New York and Los Angeles.

Contrary to the '80s paradigm, national business is *not* a fixed "zero-sum" game. It's expandable, provided we put resources into growing the market.

#### Station Expenses

Since operating costs are fixed, they provide a fundamental challenge to stations. The only truly variable costs are agency and salesperson's commissions — usually the only costs a GM likes to grow! Therefore, it's critical for a station manager to know which station activities lead most directly to profit and which aren't worthwhile.

Last summer, we conducted an ABC study of typical client stations using two outlets: the No. 2 station in a mid-60s market and the No. 4 station in a Top 50 market.

For study purposes, we regarded the typical station as a sales/billing entity; the remainder of the station's operations were considered a fixed cost. To keep the analysis straightforward, we looked only at the sales department and those costs directly affected by sales.

The results:

**1** Local salespeople spend only 22% of their time in front of decision-makers. Travel time, preparation, and prospecting comprise greater time investments.

Local salespeople's accounts should be organized to minimize intersale travel time. Avoid scheduling meetings of any sort that interrupt a logical sales routine around town.

Salespeople should analyze their activities and understand that the mad rush across town is costing them real commissions (see "Sales Cost By Activity"). Tell customers the last-minute rush hurts *their* ultimate results, too.

**2** At the two stations studied, radical differences were found between the times spent on each activity. The larger-market station's time was oriented more toward agencies; in the smaller market, more time was spent with client decision-makers.

Determine the expandability of these revenue sources and allocate your resources accordingly. *Use your best people against the best opportunities* (not necessarily the largest accounts).

**3** Stations fundamentally have six sources of revenue (see "Station Revenue Sources"). The regional category (fast food franchises, national retailers such as Home Depot or Circuit City) is

**The more time a salesperson can spend — per station — in front of buyers, the greater the revenue and budget share.**

where the line between national rep and local station business typically gets blurred — a manager has the most flexibility to decide whether or not to use a national rep or a local salesperson.

Since the profit differences are enormous, it's vital that station managers completely understand the costs of doing business each way. Obviously, a manager won't put all local business through the national rep or start a one-station national salesforce.

But on those marginal, regional pieces of business, how many times has a manager asked, "What if I get the national rep to sell that account and simply pay my 15% commission? And what if I use a local

be impossible to guarantee the salesperson's income (and keep the "star" on your staff.)

By using a local salesperson, the station chooses to pay the commission to that salesperson rather than to a national rep. In that case, stars would be extraordinarily successful if they devoted 100% of their time to local sales.

In the new way of operating, stations pay commission to national reps, while stars sell local business. Stars are paid commission on the local business they generate; those revenues typically are four or five times their commission. Putting stars onto *opportunities* rather than on certain revenues substantially adds to the station's bottom line.

### Station Revenue Sources

Stations fundamentally have six sources of revenue. The following table divides the revenue stream by *customer*, not by salesperson type:

	Agency	Direct
Local	Local salesforce	Local salesforce
Regional	Mixed	Mixed
National	National rep	National rep

salesperson?" Here are the broader implications of these decisions:

*Direct costs:* The commission costs for local salespeople normally are very similar to national reps' (about 15%). Therefore, the direct costs are similar.

**4** Since radio attracts only 7% of advertising expenditures, there is no external practical limit to its revenue sources — only *internal* ones. We must look at the relative revenue streams and their growth potential to see how putting more resources to the expandable revenue streams is worthwhile.

Local salesforces reach a limit, but they're caused internally, not by market size. Managers can only control a certain-size unit before sales productivity tails off. Also, a sales manager can only recruit and train a certain proportion of the salesforce at any point in time.

Activity-Based Costing and tools like it don't offer solutions. They do, however, challenge conventional wisdom by providing new management information for decision-making.

*Lost local opportunities:* If we truly believe local business is expandable, local salespeople could have been out on the street creating local business, rather than transacting nationally by phone.

Locally generated revenue typically is four or five times the direct commission. This makes sense, since the total cost of doing business — including benefits, phone use, etc. — is about 20%-25% of revenues.

*Covering local sales "stars":* These often are the pieces of business with which the "star" local salespeople can cover the base of their deals. Without them, it would

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# MEDIA

## TELEVISION

### COMING NEXT WEEK

#### Tube Tops

The Bee Gees and Janis Ian perform when **Main Events** presents "The Miss Howard Stem New Year's Eve Pageant" on pay-per-view TV (Friday, 12/31, 11pm EST/8pm PST; re-broadcast at 2pm EST/11pm PST).

#### Friday, 12/31

• **Nirvana, the Breeders, and Cypress Hill** perform on "MTV's Live And Loud," a 90-minute special hosted by **Red Hot Chili Peppers** vocalist **Anthony Kiedis** and bassist **Flea** (10pm).

• **Tony Bennett, Ray Charles, and Donna Summer** perform on "Merv Griffin's New Year's Eve" (syndicated; check local listings).

• **Queen Latifah** performs on Fox's 90-minute "New Year's Eve '94" (11pm).

• **Sawyer Brown, Deborah Allen, and host Lee Greenwood** perform on TNN's 90-minute "New Year's Eve At Sea World Live" (11pm).

• **SWV, Daryl Hall, Joey Lawrence, Kiss, Brooks & Dunn, and Barry Manilow** perform on ABC's 90-minute "Dick Clark's New Year's Rockin' Eve '94" (11:30pm).

• **Janet Jackson** performs from Madison Square Garden on "Janet's Live New Year Jam," a 40-minute MTV special (11:30pm).

• **Michael McDonald**, "The Tonight Show With Jay Leno" (NBC, 11:35pm).

• **Bon Jovi**, "Late Show With David Letterman" (CBS, 11:35pm).

#### Sunday, 1/2

• **WRKO/Boston** talk host **Marjorie Clapprood's** 30-minute national call-in program, "Clapprood Live," premieres on the Lifetime cable network (11pm).

#### Tuesday, 1/4

• **Keith Washington**, "The Arsenio Hall Show" (syndicated; check local listings).  
• **Brother Phelps**, "Jay Leno."

#### Wednesday, 1/5

• **Vanessa Williams and Harry Connick Jr.** host "Grammy's Greatest Moments," a two-hour retrospective airing on CBS (8pm).

• **Melissa Etheridge**, "Jay Leno."

• **Jonathan Richman**, "Late Night With Conan O'Brien" (NBC, 12:35am, Thursday).

#### Thursday, 1/6

• **Garth Brooks**, "Jay Leno."  
• **Love Jones**, "Conan O'Brien" (12:35am, Friday).

### TOP TEN SHOWS

DECEMBER 20-26

- 60 Minutes
- Home Improvement
- NFL Monday Night Football (Giants vs. Saints)
- Roseanne
- Grace Under Fire
- Coach
- Seinfeld
- Murder, She Wrote
- Rescue 911
- Fresh Prince Of Bel Air

Source: Nielsen Media Research  
All show times are EST/PST unless otherwise noted; subtract one hour for CST. Check listings for showings in the Mountain time zone. All listings subject to change.

## FILMS

### WEEKEND BOX OFFICE DECEMBER 24-26

- The Pelican Brief** \$11.12 (WB)
- Mrs. Doubtfire** \$9.37 (Fox)
- Tombstone** \$6.45 (Buena Vista)\*
- Sister Act 2: Back In The Habit** \$5.27 (Buena Vista)
- Beethoven's 2nd** \$4.25 (Universal)
- Grumpy Old Men** \$3.87 (WB)\*
- Wayne's World 2** \$3.59 (Paramount)
- Geronimo: An American Legend** \$1.70 (Columbia)
- The Piano** \$1.42 (Miramax)
- Schindler's List** \$1.27 (Universal)

All figures in millions  
\* First week in release

Source: Entertainment Data Inc.

**COMING ATTRACTIONS:**  
No music-related movies opening this week.

## VIDEO

### NEW THIS WEEK

• **TRUE ROMANCE (WB)**  
Christian Slater and Patricia Arquette star in this feature film, which spawned a Morgan Creek soundtrack containing **John Waite's** "In Dreams" single. Songs by **Soundgarden, Charles & Eddie, Chris Isaak**, and others round out the LP.

• **LIZA MINNELLI: THE DAY AFTER THAT (Columbia)**  
This 25-minute package documents the rehearsal, recording, and release of the "The Day After That" single, the proceeds from which will benefit AmFAR. Three versions of the song — English, French, and Spanish — are featured, along with the artist's world-premiere performance at the United Nations.

• **WIDE SARGASSO SEA (New Line)**  
Starring **Karina Lombard, Rachel Ward, and Michael York**, this feature film showcases a musical score by former **Police** and **Animal Logic** member **Stewart Copeland**.

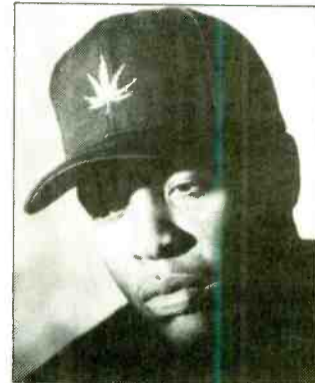
• **QUICK (Academy)**  
Reprise recording artist **Tia Carrere** has a supporting role in this feature film about a young female assassin.

• **BENNY GOODMAN: ADVENTURES IN THE KINGDOM OF SWING (Legacy/Columbia)**  
**Louis Armstrong, Ella Fitzgerald, Dizzy Gillespie, Lionel Hampton, Harry James, Gene Krupa, Peggy Lee, Charlie Parker, and Teddy Wilson** appear with **Benny Goodman** in this addition to the "Masters Of American Music" series, which currently airs on PBS. Selections include "Sing, Sing, Sing," "What A Little Moonlight Can Do," "A Fine Romance," and more.

## 'ZINE SCENE

### MJI's Feigenbaum In 'Forbes' Focus!

**M**JI Broadcasting founder **Josh Feigenbaum** rates a page in *Forbes*, where he explains how he came up with his syndicated quizzes — an employee who was always calling a local station for its quizzes. He notes, "It doesn't take a rocket scientist to succeed in this business. You just have to work harder at it than anyone else."  
*Forbes* also devotes a page to the **George Michael-Sony** and **Don Henley-Geffen** cases and what they might mean to the music biz.



**NEWS OF THE WORLD** — "People in the suburbs, they can't go to the ghetto, so they like to hear about what's goin' on. Everybody wants to be down." — **Dr. Dre** (Entertainment Weekly).

### Winning Ways

Among *People's* 25 Most Intriguing People of 1993 are: **Michael Jackson, Howard Stern, Lyle Lovett, Eddie Vedder, and Rush Limbaugh**. Meanwhile, *Entertainment Weekly's* Entertainers of the Year include **Whitney Houston, Dr. Dre, K.D. Lang, and Stern**. *EW's* Rookies of the Year include **RuPaul, Stone Temple Pilots, SWV, and Toni Braxton**.

### Howard's End

While **Tanya Tucker** tells *People* **Howard Stern's** voice gives her the "heebie-jeebies," **Heather Locklear** tells *Entertainment Weekly* that Stern's "Donahue" appearance was one of the year's "hits": "He was clever, witty, and dispelled a lot of people's preconceived notions about him." On the other hand, **Kathie Lee Gifford** wouldn't attend the **Trump** wedding because fellow invitee **Stern** makes her "sick to her stomach."

### Future Shlock

The *National Enquirer's* seers predict that in 1994:

**Madonna** will have a religious vision in mid-concert and be reborn.

**Michael Jackson** will move to Switzerland — and have all his animals shipped there.

**Willie Nelson** will win \$100 million in the Florida lottery.

**Enemies Rush Limbaugh and Sally Jessy Raphael** will become secret sweethearts.

**Lyle Lovett and Julia Roberts** will separate, then make up when she finds she's pregnant with twins.

### Time & Tide

"Being willing to give up success in the short run ensures a long run," says *Spin* cover star and Artist of the Year **Neil Young**. "If you're really doing what you want to do, I think that works. I don't know. I won't know for 20 years," he laughs.

Each week *R&R* sneaks a peek through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. *R&R* has not verified any of these reports.

## MUSIC & MOVIES

### CURRENT

- **SISTER ACT 2: BACK IN THE HABIT (Hollywood)**  
Single: Never Should've Let You Go/Hi-Five (Jive)  
Other Featured Artists: Nuttin' Nyce, Aretha Franklin
- **BEETHOVEN'S 2ND (Columbia)**  
Single: The Day I Fall In Love/Parton & Ingram  
Other Featured Artist: Randy Edelman
- **WAYNE'S WORLD 2 (Reprise)**  
Singles: Out There/Dinosaur Jr  
I Love Rock N' Roll/Jean Jett (Blackheart/Reprise)  
Other Featured Artists: Gin Blossoms, Aerosmith, Robert Plant
- **GERONIMO: AN AMERICAN LEGEND (Columbia)**  
Featured Artist: Ry Cooder
- **THE THREE MUSKETEERS (Hollywood)**  
Single: All For Love/B. Adams/R. Stewart/Sting (A&M/Hollywood)  
Other Featured Artist: Michael Kamen
- **ADDAMS FAMILY VALUES (Atlas/Polygram)**  
Single: A Family Affair/S. Ranks f/Patra/Terri & Monica  
Other Featured Artists: H-Town, Brian McKnight, PM Dawn
- **COOL RUNNINGS (Chaos)**  
Single: I Can See Clearly Now/Jimmy Cliff  
Other Featured Artists: Wailing Souls, Worl-A-Girl, Diana King
- **CARLITO'S WAY (Epic Soundtrax)**  
Single: I Love Music/Rozalla  
Other Featured Artists: O'Jays, LaBelle, Santana

### COMING

- **EVEN COWGIRLS GET THE BLUES (Sire/WB)**  
Single: Just Keep Me Moving/K.D. Lang



# RR

**JOHN PARIKHAL**

# THE COMPETITIVE EDGE

## Year-End Lifestyle Review/Preview 1994

For 16 years, I've been writing year-end columns to summarize the year gone by and attempt to predict what will happen in the year to come.

### '93 Hindsight

Some 12 months ago, I predicted five issues that would be focal points in 1993. The most contentious turned out to be the role of and our relationships with children on a broad scale. It turned out to be bigger than any of us could have expected. We stood around the water cooler debating whether a child should be forced to return to her natural parents even if she never knew them. We took it in stride when a 12-year-old divorced his parents, and we hoped it wasn't true when we heard that **Michael Jackson** might have betrayed the trust of a generation of kids who idolized him.

Another prediction centered on a search for gurus, experts, and heroes. Unfortunately, not many of us found them. There were no consensus standouts in politics or entertainment. **Ross Perot** let the air out of his own balloon, and when **Michael Jordan** retired, there was no obvious athletic heir.

In our search for experts, we turned to two extremes, generating a pair of best-selling books in the process. **Rush Limbaugh** peddled his simple solutions of "How Things Ought To Be," continuing to mine our desperate search for simple answers — a search that paradoxically stops us from solving big problems. **Howard Stern** jumped onto the bestseller list by making his "Private Parts" available for all to see. As he zealously promoted his book throughout the media, he took over so completely that he earned his crown as "King of the Bad Boys."

### To The Extreme

Unfortunately, my third prediction turned out to be all too true — the move toward increasingly extreme positions. Civil wars based on race and religion raged around the globe. A doctor who performed legal abortions was murdered in the name of ideology. Skinheads from Germany to America turned our thoughts back to Nazis and a time we thought was gone. Waco, TX became important. And on a lighter note, **Beavis and Butt-head** repositioned **Wayne and Garth** as the boys next door.

The fourth prediction — the new work world — was bounced from NAFTA to health care, down the information highway, across the Pacific, and into a few duopolies. And all said the same thing: No job is safe; like it or not (and most of us don't), it's a global economy; and we aren't investing enough time and money in the management skills necessary to

### Radio And Records' Top Five For '94

- Duopolies
- Music Sales
- Audience Maps
- Hard & Modern Rock
- Rethinking

deal with this new world and build a healthy, efficient, self-managing culture.

Finally, I predicted that many new words would emerge to deal with our changes. And they did: More than 30,000 words worked their way into the English language last year. Most have been technological, focusing us on a digital information surfer who might ride the techno-highway or be wiped out by 500-channel overload.

### Ninety-Foresight

That was 1993. What's ahead for 1994? Most of the changes will be driven by two needs — efficiency and an almost primal craving for simple answers rooted in our existing comfort zones.

### Marketing

There are too many products, too many messages, and too many opportunities all trying to reach the same people. More than ever, 1994 will be the year of marketing and advertising. Home shopping shows and infomercials will pop up like mushrooms. Advertising agencies will begin to push results instead of creative awards, and customers will become more sophisticated than ever at navigating through the information barrage and cherry-picking what they want. Successful marketers, advertisers, and experts will command big premiums in this environment.

### Back To Basics

Basics will be the buzzword everywhere, from schools to businesses. Companies will start talking — and doing something — about basics such as research and development, entry-level management training, and product differentiation based on benefits (as opposed to image).

The public will push for basics in government and school, confusing their craving for simple, stereotyped answers with the much more difficult and essential challenge of simplifying the approaches needed to survive and grow in a global village.

### Race Relations

From Japan to Europe, from the Baltics to the USA, race will be a big issue in 1994. There will be so many racial problems and issues that people will ignore this age-old tribal labeling tool — at their peril. Whether it's religion disguised as race or class conflicts masking as racial hatred, all of us will be challenged to break through some dangerously stereotypical thinking that's sweeping the globe in one form or another.

### Internationalism

This is a double-edged sword. On one hand, we'll focus on global issues ranging from NAFTA to Japanese protectionism. On the other, we'll prop up the "Buy USA" effort and move it further into the politically correct side of the ledger. Increasing globalism will show up in everyone's backyard — as a closed factory or a new business exporting American products and know-how. Many will be puzzled, but the few who are willing to learn will be very rich.

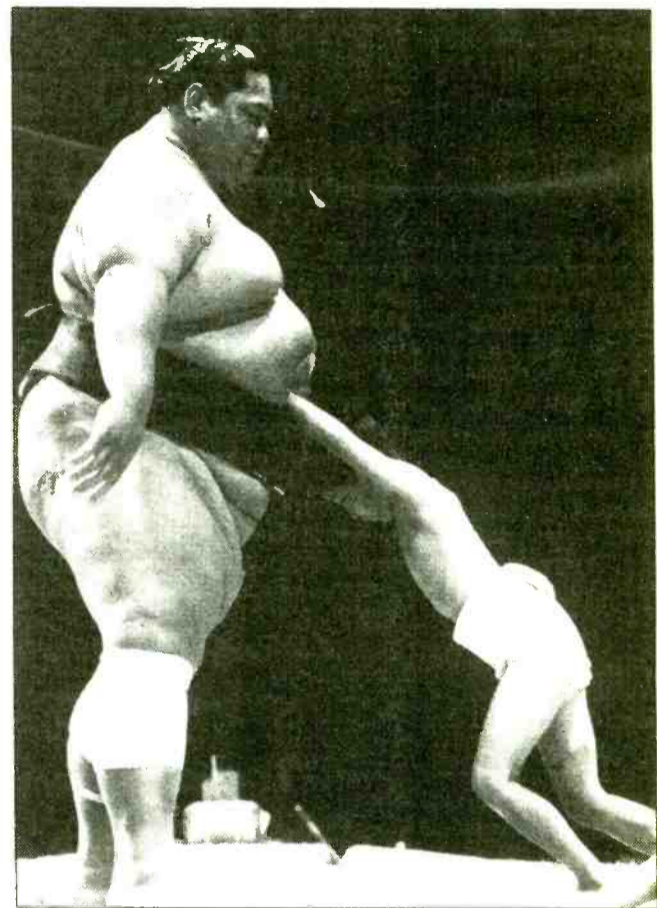
### Phones

Curiously, this subject will be even hotter in 1994. Everything from the potential cancer danger of microwaves to an explosive demand for more phone portability will bring phones to the fore. Phone company mergers with cable companies will set the stage for the next technological revolution — one that will con-

### Five Keys To '94

- Marketing
- Basics
- Race
- Internationalism
- Phones

found the techno-sharks who've had a feeding frenzy at the 500-channel whale. The interconnection of computers, phones, CDs, and video will forever alter marketing, entertainment, and business. Although these changes will take 20 years to become totally mainstream, they offer amazing opportunities for those who keep their eyes open in 1994.



Global wrestling is 1994's game.

### Radio And Records

In our business, there will be shifts in thinking driven by the increasing concentration of power (through duopolies and networks) and format competition.

There will be more duopolies. Forward-thinking companies will work on economies of scale, keeping sufficient numbers of managers to maximize revenue. Others who focus only on cost reduction will be surprised when they don't realize the efficiencies they seek.

Prerecorded music marketers will look for new ways to sell, experimenting with everything from infomercials to home shopping. New technologies and programming opportunities will leave two types of people at the helms of most of these companies: the talent nurturer and the techno-manager. The talent nurturer spends his time developing the creative aspects of the artists and performers. The techno-manager uses computers and research to optimize sales efficiency and profitability. Both will have more important roles than ever before. They will once again pay closer attention to radio as they realize how significantly it outperforms all other media — including video — in generating sales.

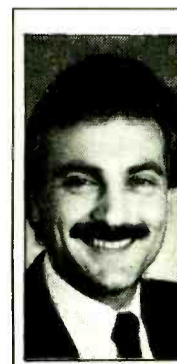
Two areas of music will get a lot of attention: hard rock and new rock. Where they meet, there will be a big youth buzz. Cookie-cutter formats will experience an unacceptably high failure rate next year. Already, format competition makes it

almost impossible to find a traditional format hole. This will increase the demand for Audience Mapping, the next level of research sophistication that has put stations like **KHMX/Houston**, **WKQX/Chicago**, and **KSHE/St. Louis** on top.

Finally, 1994 will be about rethinking: rethinking concentration of power, technology and frequency scarcity, the management skills necessary to grow, the way in which radio attacks itself (rather than newspapers and cable), and historical relations with customers and retailers.

1994 promises to be a great year for those willing to work with change — and a frustrating one for those who want to fight it. It will challenge our beliefs about the way we've done business. And it will provide enormous opportunity — for those who are willing to think against the grain and for those who apply process and professional management to business.

Number 47 in a series



**John Parikhal** is CEO of Joint Communications, a research and consulting firm which specializes in custom research, marketing, and program consulting. He can be reached at (203) 324-3410.





# STREET TALK®

## WVRT Dissolves Format With 'Drano'

**C**apitol Hot AC WVRT/Baltimore is no longer simulcasting duopoly partner WWMX (Mix 106.5)'s Hot AC format. 'VRT — formerly CHR B104 — launched what VP/GM **Ardie Gregory** calls "a Drano format" designed to move listeners to Mix 106.5 while 'VRT puts a "new format under construction."

Currently heard on 'VRT are five songs calculated to find zero common ground among the broadest-minded listeners — **Village People**/"YMCA," **Whitesnake**/"In The Still Of The Night," **Garth Brooks**/"Friends In Low Places," **Debby Boone**/"You Light Up My Life," and an instrumental, "Mozart With A Beat."

Look for another grouping of five disparate (or is that desperate?) songs just prior to the bow of a new 'VRT format — one of four being suggested by **Coleman Research** and **Alan Burns & Associates** — on January 10. Don't expect jocks or a PD to be named until *after* the debut.

Meanwhile, **WRAL-FM/Raleigh PD Corey Scott** has been named PD at Mix 106.5.



Corey Scott

Shock! **KABC/L.A. PD Diane Cridland** called Pres./GM **George Green** while she was on vacation just before Christmas and resigned. No replacement named.

### Leykis Cuffed In Domestic Dispute

**WRKO/Boston** midday talkmeister **Tom Leykis** was arrested last week on allegations that he assaulted and threatened to kill his wife, **Susan**.

According to a report in the *Boston Globe* last week, Susan told police that in the course of a disagreement Leykis threw a glass at her, pushed her head into a

### RADIO'S HOTTEST IGNITE TUBE

#### Rush Rates Higher Than Howard In Late-Night Talk Showdown

**T**hey're paired together on the cover of *Time*, in joint reviews of their respective best-sellers, and in think pieces in papers across the nation. Finally, on the Friday night of December 17, **Rush Limbaugh** and **Howard Stern** squared off against each other on late-night talk shows — Rush via **Letterman**, Stern via **Leno**.

The Limbaugh/Letterman combo triumphed with a 7.3 rating/20 share (Letterman's best-ever Friday rating, and third-best ever), compared to Stern/Leno's 5.3/14. But when you stack up their showings against Letterman and Leno's average for the week, both radio stars — and radio itself — come up winners.

Limbaugh's 7.3 was 24% higher than Letterman's average for that week, while Stern's 5.3 was 13% above Leno's weekly mark. Radio eclipsed the TV stars ...

brick fireplace, and threatened her life. She declined medical attention as well as the option of seeking a restraining order.

Leykis pleaded not guilty to charges of assault and battery with a deadly weapon and threatening to murder his wife. Leykis's lawyer, **Jeffery Denner**, predicts all charges will be dismissed, telling the *Globe*, "This was an absolutely minor domestic tiff that almost went unreported" and asserting that Leykis "absolutely, categorically denies" threatening to kill his wife, and that he had "no intention of hurting" her. A hearing is set for February 2.

**AOR KRXQ/Sacramento PD Judy McNutt** and **Research/Mktg. Dir. Jeff Williams** (in private life a married couple) have been shown the door.

### Mayne, Spielberg Upped At WB

**WB/Nashville VP/Promo Bill Mayne** and **Nat'l Dir./Sales Neal Spielberg** were upped to Sr. VP and VP posts, respectively, at the label's recent annual meetings.



Bill Mayne

Former **CMT Program Mgr. Bob Baker** takes the new **Giant/Nashville GM** post. Also at the label, **Chuck Rhodes** becomes **Mgr./Nat'l Field Promo**, **WB/Nashville SE Regional promoter Rick Moxley** joins as **Assoc. Nat'l Mgr./Promo** (based in Atlanta), and **Jay Brooks** — formerly an affiliate relations rep for L.A.-based **Cutler Productions** — becomes **Midwest Regional Promo Mgr.**

U.S. District Judge **James Ideman** has thrown another roadblock into the government's attempt to rekindle payola charges against **Joe Isgro**. According to the **AP**, Ideman said the feds cannot

### Rumors

- Has former **KFAN/Minneapolis PD Loma Gladstone** joined **Capital Cities/ABC** to create a "young talk" format? Will it debut later this spring on **WLS-FM/Chicago**?

- Will **WZEE (Z104)/Madison PD/afternoon Mr. Ed Lambert** corral the **KHKS/Dallas APD** gig? Or will his current contract — thru September 1994 — stand in his way?

- Will recently exited **KKLQ (Q106)/SD MD Tom Gjerdrum** join forces with his former PD, **Tracy Johnson**, at crosstown **KFMB-FM (B100)**? Or is Gjerdrum angling for the **Z104/Madison PD** gig? Back at Q106, is new PD **Greg Stevens** taking the station in a more youthful direction?

- Will **Mike "Hot Hits" Joseph** license his "Hot Hits" term to buttress **KKFR/Phoenix's** redirection from Churban to mainstream? And with night slammer **Beau Corona** and weekend overnighter **Johnny Mac** exiting, is PD **Supersnake** coiling for a move to **Hot97/NY**?

- Will **Nanci "Fabulous Sports Babe" Donnellan's** impending **ESPN Radio** host deal be thwarted by **KJR/Seattle's** insistence on her completing the two years remaining on her current contract?

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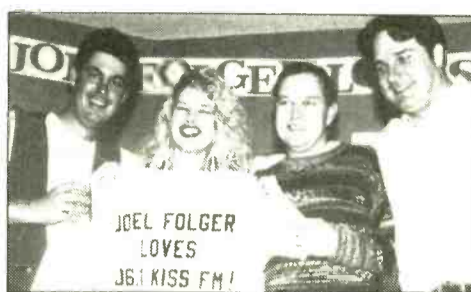
Continued from Page 17

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**KISSIN' TIME** — When KISS-FM/Dallas threw its gala '93 Christmas party, the hired deejay turned out to be... crosstown KDGE PD Joel Folger! (The KISS crew booked the moonlighting Folger under the pretext that he'd be spinnin' discs for the Kelly International Security Services holiday bash.) Pictured presenting Folger (third from left) with his own memento of the momentous occasion are (l-r) KISS-FM afternoon driver Michael B., midday maven Leigh Ann, and acting PD Sean Phillips.

introduce testimony from key government witness **Dennis DiRicco** in any possible forthcoming trial. (Prosecutors have until next week to appeal this decision.)

Isgro had been on trial on payola, racketeering, and various other charges three years ago until Judge Ideman uncovered what he called "gross misconduct" on the part of prosecutors.

The Music Row rumor mill is running 'round the clock over **Mercury/Nashville** adding a second label soon. President

## Rumbles

- KROQ/L.A. ups MD Gene Sandbloom to APD and Music Coord. Darcy Sanders to MD.
- KMPS/Seattle morning personality Ichabod Caine exits after 10 years — eight in mornings — for wakeups at crosstown KRPM. He's expected to join KRPM in late July, after sitting out a six-month no-compete.
- KGGI/Riverside puts the seal on its Hollywood Hamilton/mornings pact. Joining Hamilton — who'll debut January 3 — will be his former KIIS/L.A. sidekick, Dr. George Brothers.
- WTCF/Saginaw VP/Programming-Station Mgr. Rich Panama turns over PD duties to morning man Steve Williams. MD Amy Wilde adds APD responsibilities.
- KBZT (AM)/SD flips from Hispanic to Nostalgia on New Year's Eve.
- WKQB (The Bear)/Pittsburgh names interim morning man Ron Antill — former PD at crosstown Country rival WDSY — APD/afternoons. Ex-KLAC/L.A. middayer Stoney Richards snags the 'KQB morning slot.
- KLOS/L.A. airshift watch: Uncle Joe Benson takes evenings while the Greaseman's syndicated show cops the 10pm-2am slot.
- KRBE/Houston promotes 4-7pm personality Scotty Sparks to the vacant APD post.
- Wild 107/SF ups afternoon sidekick Hector "The Ejector" Serpas to Music Coord.
- AOR pioneer Raechel Donahue joins Uni-star's Classic Rock format, "Adult Rock & Roll," as a weekend air personality.
- Former Wild 107/SF staffer Michelle Linn joins KKXX/Bakersfield as Promotion Dir./midday personality.
- KKLQ (Q106)/SD Promotions Dir. Liz Pokora — who resigned several months ago for personal reasons — exited the station.
- KMBY/Monterey morning man Hal "9000" Abrams joins KHOW/Denver as afternoon news sidekick.
- Gold WCFL/Morris, IL PD Curt Ackman becomes Co-Dir. of the Connecticut School of Broadcasting in nearby Lombard, IL. WCFL MD/morning man Len O'Kelly adds PD duties.
- Under new owner Albany Broadcasting — which owns crosstown WPTR & WFLY/Albany — AC WROW-FM will change calls to WYJB ("The New B95.5").

RADIO &amp; RECORDS

# Timeline

1

- Great American sets two Presidents: WKLS/Atlanta VP/GM Tom Connolly and WLWQ/Columbus VP/GM Tom Thon.
- Kathy Stinehour lassoes KBEQ/KC VP/GM post.
- Diane Cridland promoted to KABC/L.A. Dir./Programming.
- Mark Feather nests as KXXR/KC PD.
- Steve LaBeau becomes WMXN/Norfolk PD.

5

- Peter Coughlin named WNEW-FM/NY VP/GM.
- Jim Seemiller upped to Adams Communications VP/Western Radio Division.
- Steve Rivers rises to KHS-AM & FM/L.A. VP/PD.
- Bob Harlow chosen KSJO/San Jose PD.

10

- Alan Goodman becomes WAVA/Washington VP/GM and Regional VP, overseeing WAPP/NY & WAVA.
- Dave Martin named Doubleday Broadcasting VP/Programming.
- Vic Rumore acquires 30% interest in WLAC-AM & FM/Nashville, becomes Exec. VP/COO.
- John Gorman promoted to WMMS/Cleveland Ops Mgr.

15

- Bob Bruno chosen WOR/NY PD.
- Howard Hoffman joins KUAM/Houston for evenings.
- Disco WKTU/NY debuts as the 12+ market leader with an 11.3 in the Fall '78 Arbitron.

20

- Al Brady Law exits WXLO/NY PD post.
- KHJ/L.A. PD Sean Conrad rejoins ABC-FM Radio.

Luke Lewis says it's a "strong possibility," with the decision to be made early next month.

If it happens, look for Mercury/Nashville Sr. VP/Creative **Harold Shedd** to head the new label. Joining him will be Mercury/Nashville VP/Sales & Mktg. **Steve Miller**.

**Shamrock**  
Broadcasting Exec. VP  
**Diane Sutter** now is heading up Shamrock's TV division. Look for Sutter to spearhead more TV acquisitions.



Diane Sutter

## Prestigious Profile

Check out the lavish profile in the December 26 *New York Times* on **IDB Communications** chief — and now L.A. Kings co-owner — **Jeff Sudikoff**.

## Records

- Watch for Columbia VP/AOR Promo Kid Leo to concentrate on the growing Progressive AOR format, while staffers **Jim DeBalzo**, **Chris Woltman**, and **Pam Edwards** focus on AOR.
- **Mark Brown** becomes Sr. Dir./A&R for Liberty. He was most recently Dir./Creative Services for Warner Chappell.



Emmis

Continued from Page 1

America Inc. will own nearly 14% of the Class A stock. Emmis President **Steven Crane** will own 5.6% of the Class A stock.

Emmis owns KPWR/Los Angeles, WQHT/New York, WKQX/Chicago, KSHE/St. Louis, and WENS/Indianapolis. The company's filing says it "frequently evaluates potential acquisitions" but has no deals pending.

According to the SEC filing, the broadcast cash flow of Emmis's five stations was \$15.3 million for the fiscal year ended February 23, 1993. The company had net broadcasting revenues of \$49.7 million. Its publishing division, which includes Duncan's, *Indianapolis Monthly*, and *Atlanta Magazine*, had revenues of \$954,000.

Emmis posted net income of \$25.1 million (\$2.90 per share, based on nearly 9 million shares) for its most recent fiscal year, compared to a loss of \$9.6 million (\$1.46 per share, based on 6.8 million shares) the previous year.

The public stock offering is expected to yield \$38 million to Emmis at the \$15 per share price after underwriting costs (\$45 million if the full over-allotment is exercised). The company plans to use \$29 million to reduce its debt under a credit facility that currently totals \$93 million. The remaining \$9 million will be used to redeem preferred stock and associated warrants.

Mardin

Continued from Page 3

Atlantic Group co-Chairman/co-CEO **Ahmet Ertegun**. "By contrast, Arif's career has openly embraced a wide spectrum of sounds and musical genres, the signature of his work being unparalleled inventiveness, taste, and class. As a result, he brings out the very best qualities in every artist he works with."

Mardin joined Atlantic 30 years ago as an assistant to Ahmet Ertegun's late brother, **Nesuhi**. He subsequently became the label's house producer and arranger, and was named VP in 1969. Among his producing credits: "Good Lovin'" (Young Rascals), "Jive Talkin'" (Bee Gees), "Pick Up The Pieces" (AWB), "Wind Beneath My Wings" (Bette Midler), and "Against All Odds" (Phil Collins).

Lindahl

Continued from Page 10

America's great cities. I know we'll be able to carry on the KUPL winning tradition."

Lindahl was displaced at KLRX following the Cox-CBS Dallas-Tampa station swap. He joined Cox in 1986 as WSOC/Charlotte VP/GM and transferred to KLRX in December 1990. He previously was OM/PD at WSM-AM & FM/Nashville and PD at KOMA/Oklahoma City.

The Heat Is On The Box



MCA artist Glenn Frey (l) and the Box VPI Programming Les Garland shared a laugh when the network staged a concert at Anaheim's Western Cable Show. The event benefited Cable Positive, an organization dedicated to AIDS awareness and education within the cable industry.

WAXQ

Continued from Page 1

We also expect to receive an enthusiastic reception from long-neglected rock fans who, until now, have had no radio station devoted exclusively to current pure rock music, despite the fact these 'pure rockers' comprise the largest segment of listeners

in the 18-34 age group. We intend to be totally music-intensive, and we won't dabble in morning 'talk radio.'"

Bongarten noted that extensive market research found no station in the New York area filled the niche targeted by WAXQ, which signed on at midnight December 18.

KROQ Of Ages



Crooner Tony Bennett drew enthusiastic raves when he headlined KROQ/L.A.'s recent Acoustic Christmas concert. Pictured backstage (l-r) are KROQ PD Kevin Weatherly, Bennett, and Billy Idol.

American Cash Exchange



Johnny Cash recently performed a surprise acoustic set at L.A.'s Viper Room while in town to work on his American Recordings debut with producer/label head Rick Rubin. Gathered in the celebrity crowd were (l-r) Jeff Lynne, Tom Petty, Cash, and Rubin.

NewMarket

Continued from Page 1

million." Robertson called that offer "preemptive" of the plans he and partner **Peter Schulte** had for NewMarket when they considered the interests of its investors, employees, and stations. Sosson indicated that he intends to keep current employees in place at the NewMarket stations.

"We were looking to acquire a blue-chip radio group to help build Radio Equity Partners into a major radio company. NewMarket met that objective, and our plans are to continue with the same winning team and go forward with business as usual," Sosson said.

NewMarket owns AM-FM combos in Winston-Salem, New Orleans, and Oklahoma City, and an AM-FM-FM duopoly in Memphis. It also has deals pending to acquire duopoly FMs in New Orleans and Oklahoma City, both of which will be included in the group sale. Radio Equity Partners owns three stations in two markets and has one other station purchase pending.

Additional details: see *Radio Business*, Page 6.

Ervin

Continued from Page 3

Winston commented, "Dave's extensive programming background will enhance KBIG's position and ensure our continued viability in this highly competitive market."

Ervin said, "While I regret leaving Win Communications, I couldn't pass up the opportunity to return to Bonneville's values-driven environment. KBIG is a great radio station, and I'm honored to be working for Kari."

Ervin previously worked for Bonneville's WCLR (now WTMX)/Chicago. He has also served stints at WMYG/Pittsburgh and WNIC/Detroit.

WZJX

Continued from Page 10

Miami Valley President **Sharon P. Zimmers** said, "The format targets 18-34-year-olds who want... an alternative to what's being offered in this market. Our audience's music is reflective of a generation that doesn't want to be labeled or forgotten."

Scovil commented, "Extensive local perceptual research showed Dayton is absolutely dying for new music — and it's not being played here. We rectified that upon signing."

Wymer has previously held positions with **Great Trails Broadcasting**, **Springfield Broadcasting**, **Liggett Broadcasting**, and ad agency work. Scovil, Associate Consultant with the **Lund Consultants**, will continue in that post in addition to his WZJX duties. His previous programming experience includes stints with **KXFX/Santa Rosa** and **KRXQ/Sacramento**.

White

Continued from Page 3

**Roger Nadel**. "She has a record of success with CBS that will serve to enhance the reputation of Detroit's only all-News station."

White commented, "The opportunity to step up in the CBS family is wonderful — all those years have paid off in a big way. WWJ is a very successful station, and I can see it continuing on the same path it's been following."

White joins WWJ after 15 years at co-owned all-News **WBBM (AM)/Chicago**, where she began her career as an intern and, 12 years later, rose to Exec. Editor/Asst. News Director.



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ADVERTISING ASSISTANTS: **Michael Berckart**,  
**Ted Kozlowski**  
ADMINISTRATIVE ASSISTANT: **Malayna Khalid**  
OPPORTUNITIES SALES: **Kitsly Reeves**  
MARKETPLACE SALES: **John Hussey**  
WASHINGTON: 202•783•3826, FAX: 202•783•0260  
VICE PRESIDENT/SALES: **Barry O'Brien**  
SALES REPRESENTATIVE: **Elizabeth Samuels**  
NASHVILLE: 615•244•8822, FAX: 615•248•6655  
DIRECTOR/SALES: **Ken Tucker**



# Morrissey Returns With 'Vauxhall & I'

**M**orrissey's "Vauxhall & I" was produced by Steve Lillywhite, (U2, Talking Heads, World Party). Morrissey recorded the LP — his fifth solo set — with the same band that played on his last LP and tour. "The More You Ignore Me, The Closer I Get" ships to New Rock in mid-February.

Other prime cuts include a ballad called "Now My Heart Is Full," "Hold On To Your Friends," "Lazy Sunbathers," and "Billy Budd." The full Sire/Reprise LP arrives in stores the first week of March.

### NBA Jam Session

With basketball season in full swing, MCA has a tribute album in the works. "NBA Jam Session" features 10 tracks by such UC acts as **Bell Biv DeVoe** ("Above The Rim"), **Wreckx-N-Effect** ("Rim Shaker" remix), the **B. Brown Posse** (including **Bobby Brown** on "Drop It On The One"), **Heavy D** with the **Notorious B.I.G.** and **Troo-Kula** ("Jam Session"), and **Barrington Levy** ("Work").

"Out Of Control" is performed by **Wells**, a group featuring several of **Mary Wells's** offspring. That cut and **Lost Tribe Of Boodah's** "On The Blacktop" are the initial radio tracks. The full set hits the streets February 1.



### McLachlan's Third

On her third LP, Canada's **Sarah McLachlan** again worked with producer **Pierre Marchand**. "Fumbling Towards Ecstasy" features such tracks as "Good Enough" and "Hold On," a song that previously appeared on the "No Alternative" AIDS benefit compilation LP. "Possession" will be the first radio track. The **Arista** LP is set to reach stores February 15.

### Another Enigma

On the second **Enigma** LP ("The Cross Of Changes"), creator/producer **Michael Cretu** adds more percussion and guitar to the project's trademark sound. His wife, **Sandra**, a **Virgin** artist in her own right, is again featured, as are two other German singers (**Angel** and **Peter Cornelius**). "Return To Innocence" hits clubs in mid-January and New Rock February 11. A reworking of "Carly's Song" (from the "Sliver" soundtrack) is also on the **Virgin** set, which arrives February 8.

### Max Weinberg's Drum Set

**Max Weinberg** — ex-**E Street Band** drummer-turned-NBC-TV's "Late Night With Conan O'Brien" bandleader — has compiled "Max Weinberg Presents: Let There Be Drums, Vols. 1-3." Each CD features 18 of Weinberg's favorite rock and R&B drumming performances, divided into '50s, '60s, and '70s volumes (cassettes sport 12 tracks).

Weinberg even includes two of his own performances: **Meat Loaf's** "Paradise By The Dashboard Light" and "Candy's Room" by **Bruce Springsteen**. **Rhino** will have the set in stores January 25.

### Two From Prawn Song

The first releases from **Primus** bassist **Les Claypool's** **Prawn Song** label via its new **Mammoth** deal are by **M.I.R.V.** and the **Charlie Hunter Trio**. Claypool co-produced the solo debut from ex-**Limbomania's** guitarist **M.I.R.V.**

**Charlie Hunter** played guitar in the **Disposable Heroes Of Hipocrisy**, the Bay Area hip-hop act whose members recently announced they were splitting up for a while. Both LPs are due in January.

### R.I.P.

**Michael Clarke**, the **Byrds'** original drummer, died of liver failure at his home on December 19. He was 49. Clarke joined the **Byrds** in 1963 and left in 1968.

## POLLSTAR CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	BILLY JOEL	\$1391.8
2	BETTE MIDLER	\$1250.1
3	GARTH BROOKS	\$716.5
4	ROD STEWART	\$600.5
5	LUTHER VANDROSS	\$384.2
6	ELTON JOHN	\$379.9
7	AEROSMITH	\$336.7
8	DEPECHE MODE	\$310.9
9	KENNY G	\$282.4
10	BOB DYLAN/SANTANA	\$261.3
11	C. BLACK/WYONNONNA	\$257.2
12	JERRY GARCIA BAND	\$250.8
13	GEORGE STRAIT	\$238.4
14	MOODY BLUES	\$217.8
15	REBA MCENTIRE	\$210.5

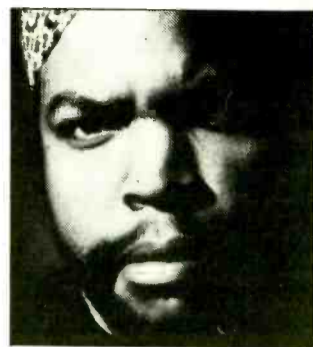
### New Tours

Among this week's new tours:  
**JOE ELY**  
**HUGH MASEKELA/MIRIAM MAKEBA**  
**ROD STEWART**  
**KEITH WASHINGTON**

The **CONCERT PULSE** is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of **Pollstar**, a publication of **Promoters' On-Line Listings**, (800) 344-7383, or in California (209) 224-2631.

## SCREEN SCENE

### Bono On 'In The Name Of The Father' ST



Ice Cube — film yo self.

and Toronto this week and widen it in mid-January.

### Cube Gets 'Higher'

Priority act **Ice Cube** is set to star in "Higher Learning," a film written and directed by **John Singleton** ("Boyz N The Hood," "Poetic Justice") for the director's own **New Deal/Columbia** banner. The film — a drama about five students who become enmeshed in escalating racial tensions on a college campus — also stars **Michael Rapaport**, **Regina King**, **Kristy Swanson**, and **Gwyneth Paltrow**.

Incidentally, **Cube** currently has three screenplays making the Hollywood rounds: "Amerikkka Eats Its Young," "Friday" and "Defense."

## MUSIC DATEBOOK

### MONDAY, JANUARY 10

1956/**Elvis Presley** records "Heartbreak Hotel."  
 1976/**Blues** legend **Howlin' Wolf** dies.  
 1981/**Linda Ronstadt** debuts as 'Mabel' in the Broadway production of "The Pirates Of Penzance."  
 Born: the late **Jim Croce** 1943, **Rod Stewart** 1945, **Donald Fagen (Steely Dan)** 1948, **Chris Smith (Kris Kross)** 1979

### TUESDAY, JANUARY 11

1969/**Jethro Tull** release their first album, "This Was."  
 1984/**Michael Jackson** receives a record 12 Grammy nominations for his "Thriller" LP.  
 Born: **Clarence Clemons (ex-E Street Band)** 1942, **Naomi Judd** 1946, **Vicki Peterson (ex-Bangles)** 1958

### WEDNESDAY, JANUARY 12

1979/**The Bee Gees** are awarded a star on the Hollywood Walk of Fame.  
 1993/**Ruth Brown**, **Dick Clark**, **Cream**, **Creedence Clearwater Revival**, the **Doors**, **Mitt Gabler**, **Frankie Lymon & The Teenagers**, **Van Morrison**, **Sly & The Family Stone**, and **Dinah Washington** are inducted into the Rock & Roll Hall of Fame.  
 Born: **George Duke** 1946

### THURSDAY, JANUARY 13

1958/**Little Richard** releases "Good Golly, Miss Molly."  
 1964/**Bob Dylan** releases his "The Times They Are A-Changin'" LP.  
 1978/**The Police** begin recording their first album.

### FRIDAY, JANUARY 14

1979/**Donny Hathaway**, 33, falls to his death from a 15-story NYC hotel window.  
 1966/**David Jones** changes his name to **David Bowie** to avoid confusion with **Monkees** member **Davy Jones**.

1969/**D.A. Pennebaker's** "Monterey Pop" documentary opens in L.A.  
 1970/**Diana Ross & the Supremes** give their last concert together.  
 1973/**Elvis Presley's** "Live From Hawaii" special garners the highest TV audience in history — until somebody shoots "J.R."  
 1978/**At the Winterland** in San Francisco, the **Sex Pistols** play their last gig.  
 Born: **T Bone Burnett** 1948, **Geoff Tate (Queensryche)** 1959

### SATURDAY, JANUARY 15



Supremes — Dreamgirls come true.

1961/**The Supremes** sign with **Motown**.  
 1967/**The Rolling Stones** perform "Let's Spend Some Time Together" on the "Ed Sullivan Show."  
 1992/**Bobby Blue Bland**, **Booker T & MG's**, **Johnny Cash**, **Bill Graham**, **Jimi Hendrix**, the **Isley Brothers**, **Sam & Dave**, and the **Yardbirds** are inducted into the Rock & Roll Hall of Fame.  
 Born: the late **Ronny Van Zant (Lynyrd Skynyrd)** 1948, **Lisa Lisa** 1967

### SUNDAY, JANUARY 16

1957/**The Cavern Club** opens in Liverpool.  
 1965/**The Temptations** release "My Girl."  
 1976/**Peter Frampton** releases "Frampton Comes Alive."  
 Born: **Sade** 1960, **Maxine Waters (En Vogue)** 1967

— Paul Colbert

## BOOK BEAT

### Fresh Crop Of Almanacs, Research & Reference Works For New Year

**H**ere's a roundup of music-related almanacs and compendia that may assist your stopset filler research. All are available now.

#### Rock Day By Day

Author **John Tobler**, a UK-based journalist and broadcaster, covers events pertinent to all major pop styles from 1955-1993 in "This Day In Rock — Day By Day Record Of Rock's Biggest News Stories" (**Carroll & Graf**/\$19.50). Each of the trade-size pages covers one day, with one to four main stories plus short news items, photos, births, and deaths. All in all, the lively, fact-packed volume comprises a substantial record of the history of pop and its players, complete with more than 570 b&w photos on 384 pages. For more info, call **John Mooney** at (212) 889-8772.

#### Rock Encyclopedia

UK rock writer **Michael Heatley** edited "The Ultimate Encyclopedia Of Rock" (**Harper Perennial**/\$20 softcover, \$40 hardcover). Organized in an idiosyncratic fashion, the 352-page compendium leans toward UK acts. Entries are arranged by style (pop, rock, metal, etc.) Other sections include: rock's roots, Who's Who, 150 top LPs, rock culture (fashions and fads), a chronology of major events, and top LPs and singles by year.

The well-indexed, full-size volume also sports 350 b&w and color pix. For more info, contact **Tracy Silverman** at (212) 207-7041.

#### Celebrity Almanac

In his "1994 Daily Celebrity Almanac" (**B&B Publishing**/\$29.95), "Beatle Bob" **Barry** organizes more than 10,000 factoids onto 464 full-size trade paperback pages, with each day of the year covered on a single page. **Barry** — whose last radio gig was wakeups on **WZTR (Star 95)/Milwaukee** — provides celebrity birthdays, short biographical notes, brief historical items, selected Academy, Emmy, and other award winners, and moments in pop culture history.

The book also includes such standard almanac fare as holidays and special designations (e.g., January 9-15 is **Man Watchers Week**, and April 1-7 is **National Publicity Stunt Week**), and a 40-page index. For more info, call **Wallace B. Black** at (414) 275-9474.

#### Big Beatles Book

It may not be the last tome on the **Fab Four**, but "The Ultimate Beatles Encyclopedia" (**Hyperion**/\$35) by **Bill Harry** may be the most comprehensive and organized approach so far. Its 1500+ entries cover the band's songs, LPs, live appearances, TV and film work, and personal lives.

**Harry**, who attended art school with **John Lennon**, has already penned 13 books on the **Beatles**. The 723 pages offer plenty of inside poop as well as 300+ b&w photos, many of them previously unpublished. For more info, call **Jennifer Landers** at (212) 633-4483.





JOEL DENVER

**OUTLOOK '94:**

## CHR Foresees Four C's: Change Creativity, Community, Courage

Although it's hard enough to predict what will happen tomorrow, we've asked a number of forward thinkers to foretell the coming year . . . and it's looking good for CHR.

**Rick Gillette**

Longtime Churban **WHYT/Detroit PD Rick Gillette** believes the streetwise direction of the format — regardless of niche — will continue. "The music your audience wants will continue to drive



Rick Gillette

successful stations in '94," he predicts. "But the next several years will require two important things that stations aren't known for: courage and creativity.

"Looking at New York and L.A.'s [curb on violent] lyrics, we'll face issues of social consciousness — that may affect our programming —



**The next several years will require two important things that stations aren't known for: courage and creativity.**

—Rick Gillette



from fringe groups with their own motives; we may have to stand our ground. We must act responsibly and be sensitive to issues. Keep in mind, we can't please everyone. We don't refer to a woman as a bitch, but people can call in and bitch. There's a difference. The challenge will be to keep a cool head about it."

Specific to music, Gillette adds, "Ballads always are the most popular form of music, but I couldn't predict if 'freestyle' will make a comeback. I don't think hip-hop is going away; it will continue to evolve. As cutting-edge rap, dance, and rock acts like **Dr. Dre** and **Pearl Jam** become more mainstream, we must look toward what makes us different. No one could predict the success of grunge or hip-hop. Who knows what **Snoop Doggy Dogg** or **Pearl Jam** will beget this year?"

"I look for CHR to go beyond the music to separate itself from other

media. There are a lot of entertainment choices: We're competing against Sega-Genesis's 'Mortal Combat' video game as well as the station up the dial. In '94, the search for stronger personalities — as a means of making the difference — will grow more intense. More PDs will realize they're obligated to make the community better by talking about problems — not because they must, but because they can. I'll try to lead by example and come in every day with something new to help us reinvent ourselves."

**Michelle Stevens**

**WPST/Trenton, NJ PD/mid-day personality Michelle Stevens's** station has been winning for several years with a mix of New Rock and mainstream pop. She predicts this musical trend will endure: "The influx of alternative music into CHR's mainstream simply reflects the 18-34 target audience, changes in the market, and attitudes that will continue to win in '94."



Michelle Stevens

Like other PDs, Stevens believes the overall environment of CHR has changed. "Personalities who sound real, can relate to and talk about the world's concerns, and evoke passion and fun will be the winners in the years ahead. WPST's production has replaced lasers and explosions with



**More stations will encourage talented jocks to grow into personalities and let them have fun for lasting ratings.**

—Bill Richards

beeps and more subtle effects; such liners as 'The best hits' have given way to 'The music that matters, 95.7 'PST.' They reflect the lifestyle and attitudes of '94.

"I consider MTV a wide-open window on those attitudes. But

what's considered a 'real approach' constantly is in motion — keep up with the audience, watch what they're doing, and be a part of it. I've learned we can't *start* change, we must reflect it. There's a fine line in learning what to latch onto in our efforts to separate fads from trends."

Stevens also says stations' community efforts will outweigh any of the coming year's other promotional activities. "Our year-round venture is called 'Project 'PST.' Right now we're helping the Trenton Soup



**Personalities who sound real, can relate to and talk about the world's concerns, and evoke passion and fun will be the winners in the years ahead.**

—Michelle Stevens



Kitchen provide meals for the homeless. Our focus changes to other needs depending upon the season. We're using the station for the good of the community and digging up emotions from our listeners to get them to interact and relate. This means more to our listeners than contesting ever could."

**Bill Richards**


Bill Richards

— that's what gets us into trouble as a format. I see smart programmers balancing the Pearl Jam-types with pop hits of all varieties. Early ratings successes have generated some interest in broadcasters from other formats to return their stations to CHR.

"The other buzz: Everyone now is focused on building a morning show. You must hire smart in the first place, ask [prospects] the correct questions, and interview them as you would PDs. Many morning

## Welcome Back To Corporate Culture

The terms "CHR" and "Top 40" used to send shivers down radio management's spines. According to **Gannett Radio President Gerry DeFrancesco** and **Jefferson-Pilot Radio President Clarke Brown**, however, those terms now spell *profit*.

Brown — who has only one CHR so far in his chain (**WSTR [Star 94/Atlanta]**) — hints others may follow. "The format's coming back in a major way. The music has become more user-friendly in the last 15



Clarke Brown

months. We're seeing some New Rock music cross over to mix with current superstars. That'll continue as folks become accustomed to the overall CHR sound, which now oozes with variety."

For DeFrancesco, recent ratings success at **KHKS/Dallas** and some stable trends at **KIIS/Los Angeles** have made him a CHR fan for '94 and beyond. "Nationally, we'll see an increase in 18-49 business. Locally, there's always been a lot of 12-34 business available. The future looks bright; CHR will track with an improving economy through '94. Part of the format's resurgence is the void in many markets — like Dallas, where Country may even be

eroding a bit — and a return to good format basics of dayparting and personality jocks.

"Successful CHRs will adapt to the changes in the 12-34 lifestyle as they become apparent. We simply must *keep up* with the changes to be successful. If we do it successfully, we won't have to place so much emphasis on 25-54s. We'll attract the adults who want to stay in touch with today's music."

Brown concurs: "In '93, we made money on 12-34. We'll continue to do so in '94. We talked ourselves into that 25-54 noose, and we had to hang in it for a while. We got too myopic — it became a self-fulfilling prophecy. I see that trend changing. Advertisers are becoming more aware of the dynamics of the different demos — especially the 18-34s who have pockets full of cash and are developing brand loyalties."



Gerry DeFrancesco

shows don't know how to stay local. A great-sounding morning show on tape isn't the answer unless the talent knows how to put it together on a daily basis. I'd ask: Where do you find comedy? How do you produce bits? What do you read? Who do you admire? What do you look for in a producer?"

Richards says CHR's ultimate challenge in '94 will be to sound unique. "More stations will encourage talented jocks to grow into personalities and let them have fun for lasting ratings. A station with its own brand of attitude and personality becomes more listenable. Part of this format's beauty is to mix fun and games with community caring. But you can't be 'charity of the week' — I see CHRs choosing their community involvements and really getting behind them in '94."

**Rick Stone**

A&M Sr. VP/Promotion **Rick Stone** is a major CHR supporter and recognizes the format's importance in developing artists. "In '93, CHR PDs realized it was in their best interests to play



Rick Stone

music that was selling. I expect that trend to continue in '94. CHR still must look for music it can initiate and claim as its own, rather than

borrow everything from other formats. Hit records aren't judged by peak position, but by whether you were playing them 16 weeks later in currents or re-currents."

Pointing to **Howard Stern** and **Rush Limbaugh's** respective ratings successes — not to mention their best-selling tomes — Stone says, "Radio has the power to communicate, but it must be compelling and say something beyond '10-in-a-row'; '94 will see that happen. Hype is a



**CHR still must look for music it can initiate and claim as its own, rather than borrow everything from other formats.**

—Rick Stone



subjective word. It connotes excitement. I still get excited listening to a jock who's pumped about the music or is passionate about campaigns like 'Peace In The Streets' and 'AIDS Awareness.' Successful stations in '94 will employ personalities who invest in making their cities safe, happy places to live. After all, you must put something into your market besides asking for advertising and playing hit records."





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## OUTLOOK '94:

## Urban Managers Ponder Churban Conversions, Satellite, Revenue Parity

As 1993 slowly fades into history and 1994 beckons with its promise of opportunities for newfound success or continued prosperity, I thought I'd address some of the key issues our format will face in the coming year.

Will more mainstream Urbans adopt a hybrid Churban approach? How will the increased availability of Urban-targeted satellite programming affect the format? And will this be the year Black stations achieve ratings-revenue parity? For some answers, I called on **WDAS-FM/Philadelphia PD Joe "Butterball" Tamburro**, **WOWI-WSVY-AM & FM/Norfolk OM/Head of Programming Steve Crumbley** and **WDIA & WHRK/Memphis VP/GM Rick Caffey**.

### Churban Dilemma

Tamburro believes most mainstream Urban stations will maintain the status quo rather than opt for Churban. "I think we'll see specific stations consulted by certain consultants being swayed to lean in that direction based on Churban's success in some markets. I still think straight Urban stations can be successful in their markets. The key is billing and whether they can get fair market value for their spots in a competitive situation."



Joe Tamburro

"If a mainstream Urban has a community commitment, it would never just quit — it would be wrong for an entrenched Urban station to make that kind of change. It would be going backward. Basically, Ur-

**[In smaller markets] where advertising dollars are hard to come by, I can understand using live announcers locally and supplementing the off hours with a satellite service.**

—Steve Crumbley

ban stations are black stations, and they're heavily programmed toward the black community."

Crumbley shares a similar view: "I see some stations becoming more open with their music, but I don't think a lot of people are going to run in the Churban direction."

**"If a mainstream Urban has a community commitment, it would never just quit — it would be wrong . . . to make that kind of change. It would be going backward.**

—Joe Tamburro

"Honestly, I really don't know what to say about those stations. I don't think they're community-oriented like most Black stations are, but their music is black music. For example, take my playlist, **WBLS/New York's** playlist, and **WKYS/Washington's** playlist, and take the call letters off of them. Put them beside [playlists from] **KMEL/San Francisco**, **KBXX/Houston**, and maybe even **KPWR [Power 106]/Los Angeles**, and then have someone tell you which ones are Churban and which ones are black. They wouldn't be able to do it! They're all black stations to me. I don't consider Churban stations CHR. They've been becoming more like us, and we need to be more aggressive in our own music."



Steve Crumbley

ban. You're going to have to be black — or you're not."

### Matter Of Pride

Caffey, however, thinks we could see stations making the Churban transition under certain market conditions. He explains, "They'd be doing it based on one of two scenarios: They would have to be in a region or market that's crowded with Urban stations . . . maybe three or four different players, or the stations' owners or operators feel they can't generate enough ad dollars from a

format specifically for the black population.

"As for the latter, I hope that's not the case. If so, we as broadcasters — and especially black broadcasters — would be doing [our communities] a disservice, because that would mean we haven't sold the value of African-American consumers. And that market offers the greatest growth opportunity for any radio station because it's a virtually untapped marketplace. Black stations' mission has to be to educate and increase the perception of the value of black consumers. That's where the real fight has to be, as opposed to whether we're going to go Churban and try to get a crossover audience."

### Satellite Shifts

With the number of satellite-delivered programs and formats growing almost daily, will 1994 be a year for the birds? Tamburro replies, "Only in smaller markets. For major-market stations to bring in satellite broadcasts of any type would be a mistake. Even if it's used overnight, that would be a mistake. It just says you're not a major player in the market. And there's nothing wrong with satellite broadcasts — some of them are really well-done."

"In a small market, however, I can see the value [of using satellites] to help save operating costs and [allow stations] to have money to spend for excellent live, local daytime personalities."

**No Black station in the country should sell its spots for less than what they're worth — if they do, they're hurting all of us.**

—Joe Tamburro

As far as syndicated personalities go, Tamburro says, "With **Tom Joyner** and **Donnie Simpson** coming on the air, I think we'll see some small- and medium-market stations give that concept a try, like the **Howard Stern** type of thing. So you may find some of that, but I don't think major markets will go that way."

### Cost-Cutting Choice

Crumbley concurs with Tamburro, adding, "For economic reasons, we may see more of that in the smaller- to medium-sized markets, depending on the city. Where advertising dollars are hard to come by, I can understand using live announcers locally and supplementing the off hours with a satellite service."



**DINING IN STYLE** — Third Stone/Atlantic Group act Y.T. Style joined KJLH/Los Angeles morning man Cliff Winston and various listeners at Dulan's Restaurant in South Central L.A. Pictured are (l-r) Third Stone's Jabali Hicks, group members Jeffrey Russell, Antoine Foote, and Teryl McCann, Winston, and (kneeling) Y.T. Style's Toney Fields.

In the major markets, I don't think we'll see much of that."

Caffey agrees that satellites can save money: "I think you'd see that if an operator's doing it for economic reasons or if the station's part of a duopoly, which would also make sense. If you're part of a group of two or more stations and you're looking to cut costs, a satellite format may be a good way to go."

However, he warns that you may lose something in the process. "Satellite programming isn't going to be the way to generate a large audience. And just as important, it isn't the way to generate a highly responsive audience you can market to advertisers. Black radio is one of the few formats that has an interactive relationship with its audience — the black radio station is truly part of the community, and the community is part of that station. It's very hard to have that spontaneity, that local creative and personal touch, broad-



Rick Caffey

everybody knows it. No Black station in the country should sell its spots for less than what they're worth — if they do, they're hurting all of us."

Crumbley shares a similar optimism. He believes, "Our revenue

**"It's very hard to have that spontaneity, that local creative and personal touch, broadcasting via satellite from some other market. You can't do it.**

—Rick Caffey

rankings are going to begin to pick up this year. I've noticed the change in positive advertising buys on different stations I've consulted, and here in Norfolk, we've taken a more professional, aggressive approach in going after those ad dollars."

"Our stations have to become aggressive. We can't just wait on those black advertising buys. We have to go after the general market dollars that are available to us because of our multicultural audience that we deliver in addition to our African-American listeners."

Although Caffey thinks the revenue picture is improving, he doesn't expect 1994 to be a breakthrough year. "I don't know if '94 will be so much a turnaround year as it'll be a continuation, with managers and operators taking a firm stand in making sure we get the kind of dollars we should. It starts with having the expectation of being the top-billing station in the market if we have No. 1 ratings. The second step is to hire passionate, relentless sales people and train them properly to get positive results. We have to make sure our salespeople are better than any other sales staff they're competing with."

"The timing is right. Advertisers are starting to take note that the African-American consumer has a lot of buying power and clout. So '94 will be a continuation of what's already begun to take place."

casting via satellite from some other market. You can't do it."

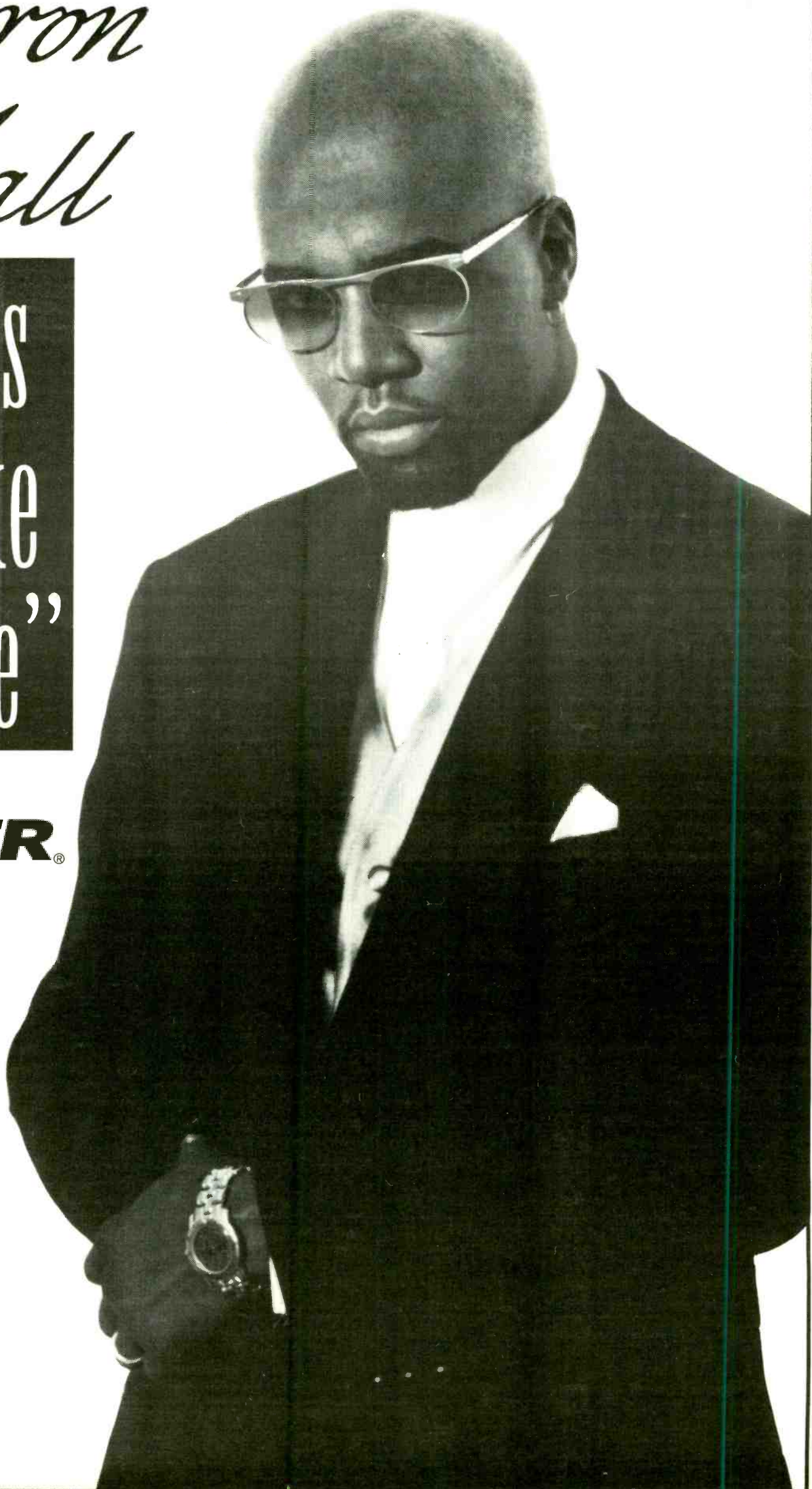
### Turning Ratings Into Revenue

Although many Urban stations rank No. 1 in their markets, they may only be second, third, fourth, etc. in billing revenue. Will these stations start billing up to their ratings in '94? Tamburro thinks they will. "Urbans are going to start getting the dollars they're entitled to. It's got to be a concerted effort on all of our parts to push for what our audience delivery is worth in terms of revenue. It's been documented. Our audience buys products and frequent businesses that advertise on Black radio. We spend money, and



# Aaron Hall

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OUTLOOK '94:

# Duopolies, Improved Technology Mark Rockers Wave Of Future

This column features a select sample of industry notables sharing their expectations for the coming year, covering duopolies, syndicated personalities, music, and the economy.

**Lou Mellini, GM  
KILO/Colorado Springs**

"1994 is going to be an excellent year for radio in general. The fragmentation of network television, cable, the mergers of TCI and Bell Atlantic, and the battle over Paramount Pictures will help radio because we're going to stay constant and stable. Advertisers will know which stations and programs they can place buys on that'll deliver the audience they need.



Lou Mellini

"Duopolies will be the first step toward industry consolidation. Duopolies are good for bringing investment bankers back into our business — enabling small groups to acquire more stations. However, in the '90s we have broadcasters driving our business, as opposed to the '80s when nonbroadcasters were... When the economic downturn came, many of the nonbroadcasters didn't know radio well enough to keep their stations afloat.

"Duopolies will be a major force in '94 and a stepping stone to ownership. I agree with Mel Karmazin regarding ownership rules [R&R 11/21]. It makes no difference to our industry if a broadcasting group owns 18 or 50 stations across the

country, as long as those stations are managed correctly and serve the local communities.

"As for syndicated personalities, Howard Stern, Rush Limbaugh, and Larry King are phenomena, but they're very good for the business. They made it in radio then transferred some of that to television. But the cornerstone to radio is localization. When I was at Business Radio Network, we discovered from our affiliates that you need localization in morning and afternoon drive."

**Steve Goldstein, VP  
Saga Communications**

"We've done duopolies in six markets, and every one is different. The only thing we know for sure is there's one receptionist. In a case of two stations similarly formatted, the goal is to decrease the sharing between the two, and that's where the duopoly can be quite effective. Another duopoly strategy is to flank yourself to protect your franchise. The economies of scale dictate that duopolies are going to be a huge part of the business, if for no other reason than economically — it's what's selling on Wall Street.



Steve Goldstein

"Things seem to be looking up in the economy. It's still market-driven; some markets are stronger than others and some regions of the country are doing better than others. But we're very optimistic for the coming year. We've forecast an approximate 7% increase in revenue.

"'94 will be the year when the syndicated personalities issue shakes out. Good talent will always rule, but importing a morning show from another market is not without risk. There'll be many stations that won't see a dramatic benefit from a syndicated morning show. A successful syndicated show is one that transcends and is significantly better than the local talent available. In many markets that's not the case. Look at Rochester, NY, where people are pretty happy with Brother Wease at WCMF. Howard Stern hasn't had an impact there.

"The Progressive format is going to make important inroads in the coming year. There's a desire for modern-based music. It's quickly moving into the mainstream and becoming more commercial. You'll see many more stations either go into the format or integrate that style of music.

"In '94 we'll see the next step in technology. It's now technically feasible for a DJ in Dallas to record voice tracks for your station and deliver them by modem instead of Federal Express. You can have a show produced anywhere in the U.S. and sent via modem to your station with your own localization, and played back in perfect fidelity."

**George Harris, CEO  
Harris Communications**

Harris agrees that technology is the wave of the future. "The computerization of music will continue to the point where we will be paperless in two to three years as it becomes cost-efficient to buy digital over analog. You won't need a CD changer, car machine, turntable, etc. You'll just program the computer's hard drive and select songs, promos, liners, breaks — live or recorded — and commercials in the order you want. There are many companies already heading in that direction and some are already there. It's very high-tech, and instead of just a programmer, you'll need a programmer/computer-friendly technician.

"I see more regional combining of operations as a future trend, which



George Harris



**SWEETMEAT MEETS MEAT LOAF** — KSHE/St. Louis mascot Sweetmeat met his hero during the artist's visit to the city. Shown (l-r) are KSHE's Byrd, Meat, KSHE's Steve Haas and Al Hofer, MCA's Tom Starr, and kneeling, KSHE's Randy Raley.



**INDIANA HEART** — WKHY/Lafayette, IN celebrated its sixth birthday with the help of a performance by Heart. PD Mike Morgan poses with Heart member Nancy Wilson after giving her a station commemorative T-shirt.



**BOTH ALIVE** — Jackson Browne (r) stopped by the studios of WLUP/Chicago for a visit with midday host Garry Meier prior to Browne's concert.

is along the lines of duopolies, except taking it a step further and using the power of a four-station combo in one market and spilling it over into an adjoining market. It makes sense for an operator to buy four stations in a market, then go into another market, even if it overlaps, and buy more stations. If the formats are similar, they can be simulcast from one market to the other. Previously, we thought that a syndicated or simulcast show wasn't local enough — and why would we want a program that originated in another market 100 miles or more away? Today regionalism makes sense, particularly when you consider programming and management costs. The nationally syndicated shows will continue to flourish, and it makes sense to have a Stern, Greaseman, or Imus in Top 50 markets. But when you get beyond that, I don't know that stations want or can afford a nationally syndicated show.

"Many broadcasters are opting for 'lifestyle,' opposed to moving every six-12 months. I can see morning show hosts being paid fairly well and staying in a medium to large market, instead of striving to get to L.A. or bust. Your Bob & Toms of the world are making a healthy living in Indianapolis. They could go to L.A. and get their lunch eaten or they can continue to thrive and syndicate regionally."

**Sky Daniels, VP/Promotion  
PLG Records**

"One thing can be safely predicted about music in '94 — it seems AOR will continue to be open-minded to a wide variety of styles. Many new

artists were supported in '93 and were successful for the format, thus insuring further commitment to new music.

"As for emerging styles, it's our job to allow forms to be created and then find radio homes for them. It would seem the more rock-oriented, low-end stations can count on a breakthrough for the East Coast 'hard-core' school pioneered by Fugazi. Bands like Helmet, Quicksand, and Shudder To Think will be next in the 'harder, faster' evolution.

"Interestingly enough, alternative pop — possibly the most fertile emerging musical genre — may be overlooked by AOR, much to the benefit of Progressive AOR. AOR has traditionally eschewed pop artists from Dwight Twilley to Lindsey Buckingham to Lemonheads. Ironically, it's this sound that's most palatable to 35+ listeners — making it the same kind of active winner for heritage outlets that grunge was for low-end. This retro sound harkens back to the Mersey era, which was a time of musical enchantment for this demo.

"Progressive AOR recognizes and successfully capitalizes on acts like Paul Westerberg, Cranberries, and Teenage Fanclub. Smart heritage outlets like WMMR, WFBQ, and WMMS incorporate this style to great success. As Progressive rises in popularity, more upper-demo AORs should tap the motherlode of jangle."



Sky Daniels

**FAMOUS FIRSTS**

**BRIAN SULLIVAN, MUSIC DIRECTOR, WKLT/Traverse City, MI**

WHAT WAS THE FIRST RECORD YOU BOUGHT?  
**BRIAN: The Beatles "Sgt. Pepper's Lonely Hearts Club Band."**

WHO WAS THE FIRST PD TO TAKE YOUR CALL?  
**BRIAN: Mike Ferris, WKQZ/Saginaw.**

WHAT WAS YOUR FIRST PAID RADIO JOB?  
**WKQZ/Saginaw, weekends.**

WHAT WAS THE FIRST CONCERT YOU ATTENDED?  
**BRIAN: Huey Lewis & The News — "Sports Tour."**

WHAT WAS YOUR FIRST SEXUAL EXPERIENCE?  
**BRIAN: A raucous game of "Truth or Dare" with my babysitter.**

---

**YOUR FIRST PRIORITY THIS WEEK:**

**FIGHT**

**"Little Crazy"**

**TRACKS 34**

**NEW ARTIST #3**





SHAWN ALEXANDER

**OUTLOOK '94:**

## Four New Rock Execs Tackle Issues For Coming Year

This week, four execs tackle pertinent format issues that lie ahead.

**VP/GM Mike Glickenhau**  
**XTRA-FM (91X)/San Diego**



Mike Glickenhau

"If you niche yourself too much you're not going to have a large enough audience to be successful as a business. The downside we've experienced is people thinking they can just put a station on the air.

It's like any other format — you need marketing, promotions, quality talent, and research.

"From a sales perspective, advertisers want to buy a certain audience. Make sure you develop a strong story to show the advertiser who your audience is. Sometimes 'show' is the key word. We used to take advertisers to our promotions, drive around a club parking lot and show them the cars people were driving. Then we'd take them inside to meet the people. Letting the advertisers touch listeners is key."

He suggests New Rock is primed for AOR or CHR duopolies. "This format is right for AOR and CHR stations looking for something to complement themselves as long as they don't treat it like a little sister station adding a couple of shares. This format isn't as expensive to run as some formats because there's the ability to work with concerts and other promotional venues that you don't have to pay for."

Battling with crosstown XHRM, Glickenhau feels it's questionable whether two stations in a market can flourish financially. "It dilutes the format and makes it more difficult for either station to be successful as they could be. To survive in a competitive battle, you need to be no less than Top 3 18-34 and Top 10 25-54. The lower you go 25-54, the higher you need to be 18-34."

**VP/GM Dan Zako**  
**WDRE/Long Island**



Dan Zako

"It's important to label the format, because when you're not one of the top-rated stations in the marketplace — like most Modern Rock stations — you need to be able to explain what you are. It's important to have the rock in our moniker because we're a version of rock and want our listeners and ad-

### '94 Potboilers

- Nicheing
- Format identifier
- Selling the format
- Duopolies
- Using CHR formatics

vertisers to know that. From an advertising standpoint, since other stations pigeonhole themselves with names, you need to position yourself to make it easier for them to buy.

"Qualitative information is huge in selling Modern Rock. You need to have your finger on the pulse of



**To make this format profitable, you can't rely on numbers, you need to explain conceptually what the format and listener are all about.**

— Dan Zako

who listeners are and what they do. They live the format, are active, open-minded, and willing to try new products and things. To make this format profitable, you can't rely on numbers, you need to explain conceptually what the format and listener is college-educated and comes from Scarborough that the typical listener is college educated and comes from a household income of \$75,000 plus.

"One reason we've been successful is because my sales people understand the lifestyle — it's easy to explain to an agency or retailer how important it is for them to reach these people. The advertisers might be leery at first. But once you hook them they'll see results and be a long-term client. We've had clients since we signed on in 1988."

As for music festivals: "I'm concerned. As the format and bands get more popular and the costs get higher, it will be harder to pull it off. Getting the bands will be harder unless you're willing to pay big money. There are always up-and-coming bands, but you won't get the turnout if you have a bunch of no-name bands on the cusp. You need to have big-name acts too."

**GM Trip Reeb**  
**KROQ/Los Angeles**



Trip Reeb

"There needs to be more success stories for people to want to create a duopoly advantage. We're not seeing that many successes yet. Who's pulling the numbers? KROQ, XTRA-FM (91X), KEDG (The Edge)/Las Vegas, KITS (Live 105)/San Francisco okay but not extraordinary, and KDFW (The Edge)/Dallas look like they're coming on.

"I would have loved to have taken the number of currents and adds as you had them (R&R 12/3) and rank them by rating share. It's not a coincidence the rating successes are the stations with the smallest lists and that add the fewest songs. The fundamentals of radio programming haven't changed — only the music.

"No matter how popular this music is, it's not going to overcome marginal programming. The incredible popularity of this music might help some stations, but it's not going to make dominant ratings. Unless stations are well-programmed, they won't be successful; this format is going to suffer. This is the time for the music — we better take advantage now because nothing lasts forever."

Alluding to the growing number of CHR formatics entering the format, he points out, "We're closest to CHR than most formats because this music spans so many different sounds. We can play US3 and the



**It's not a coincidence the rating successes are the stations with the smallest lists and that add the fewest songs. The fundamentals of radio programming haven't changed — only the music.**

— Trip Reeb

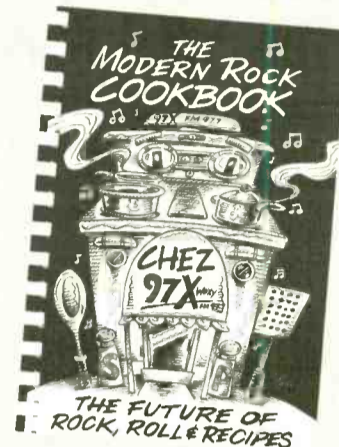
Smashing Pumpkins on the same station. We cross a lot of musical sounds and that's what great CHRs have always done — combine music with a beat and rock. A station like

## Format Cooks At WOXY

The format broke new ground in many areas in 1993. Format vet WOXY (97X)/Cincinnati played a role by assembling "Chez 97X: The Modern Rock Cookbook."

WOXY solicited recipes — and songs to complement them — from artists and listeners. The 153-page cookbook ranges from gourmet dishes to "At Your Own Risk!"

All profits go to the Shared Harvest Foodbank in Fairfield, OH. If you're interested in purchasing a copy, send \$12.50 plus \$1.50 for postage and handling to WOXY c/o Julie Maxwell, 5120 College Corner Pike, Oxford, OH 45056. Bon appetit.



KROQ will never play Mariah Carey, and that's why I don't think we're becoming a CHR-type format."

**Jack Isquith**  
**A&M VP**



Jack Isquith

Tackling the lack of a conclusive format identifier, Isquith notes, "Many stations form an emotional attachment with listeners that transcends any sort of labeling. Some stations never achieve that and need to be labeled for marketing purposes. Great stations throughout the ages didn't need a label to be successful. It may be different in terms of advertising. There's not a one- or three-word description that will get that done."

He says the function of music festivals is to help the band break in a particular market. "We spend the most time going over in detail: Where will the band play in terms

of slotting? How is the station going to market and promote the event? What other media — besides itself — will the station be using to market the event? How is the station positioning it and does it match the band they're asking for? You should be able to pull off an event if you're willing to go through the tremendous amount of work and possible financial risk.

"There's a good balance between stations being artist-oriented and song-oriented. As the formatics become more professional — and to some degree based on a lot of CHR methodology — for the most part the better for the format. The move toward tightening up, more sophisticated marketing and promoting, presentation, and more repetition of currents — all have some link toward old Top 40 stations.

"However, the format's in trouble if it becomes so song-oriented that we create our own Milli Vanillis and Vanilla Ices. The credibility, drawing power in terms of live concerts, press, and passion toward the bands would become as irrelevant as CHR in the late-'80s."

GET OFF THIS

CRACKER

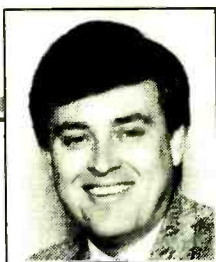
From the album Kerosene Hat

Produced by Don Smith for Mocndog Productions

Management: Home Office/Jackson Haring

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LON HELTON

## OUTLOOK '94:

## Industry Experts Foresee Continued Growth, Tempo Balance, More Personality

Country enjoyed its fourth full year of growth in 1993, but it will face new challenges in 1994 as the boom evolves from infancy to adolescence.

A few intrepid souls predict how Country will handle some of its more pressing issues in the coming year. The fearless forecasters are **McVay Media Sr. VP/Programming Charlie Cook**, **Broadcasters Unlimited Director/Programming Larry Kent**, **Apollo Radio VP/Operations John Marks**, and **EZ Communications VP/Programming Tim Murphy**.

### Continued Growth

**R&R:** *What are the format's prospects for growth in '94?*

**Cook:** Good — though it probably won't come from the cumulative increases we've enjoyed in recent years. Everybody in town knows where to find the Country station, and there's no reason to believe they haven't already made a decision about your station. The growth will have to come from TSL. Country radio will have to get every ounce of listening it can out of the people listening now.

**Kent:** Nashville continues to produce great music, so Country will remain healthy through '94. Some say the format has reached the saturation point and peaked. Even if that were the case, I could be happy maintaining what we have.

Although there's still room to grow, stations hanging their hat on teens and hoping for growth there may be in for a surprise in the coming year. But we can still get new listeners in the 25-54 demo, particularly those still listening to CHRs and ACs that sound like CHRs.

**Marks:** Very solid. Country has not topped out; listeners are still

**Stations will become more balanced in '94. There's a reason that 60% of the library is ballads: Those are the songs fans want to hear.**  
—Charlie Cook

looking for a place to be. The country music audience will continue to expand. We'll see even better Arbitron ratings and, more important, more listening to Country radio.

The quality of the country product far surpasses everything else on the radio. It's tough for adults to relate to a lot of the music that's out there. Country is lyrics- and production-



Charlie Cook Tim Murphy

driven. People relate to the words, and that will continue to be the format's major strength.

The format will continue to bring new artists and songs. It's amazing to watch adults go to a format that's not based on familiarity [like Soft AC, Gold, or Classic Rock.]

**Murphy:** Good — if stations look for ways to be exciting and grow the format. All we had to do to grow the

**All we had to do to grow the last few years was say, 'We're a Country station.' Now we have to do even better radio. The sampling frenzy is over.**  
—Tim Murphy

last few years was say, 'We're a Country station.' Now we have to do even better radio. The sampling frenzy is over. We must expand the TSL by giving people more reasons to stick around besides the fact we're playing **Garth Brooks**.

### To Be Or Not To Be Current-Intensive

**R&R:** *Will Country remain as current-intensive as it's been — with 75-80% of the music being current-recurrent?*

**Cook:** I could see a move to a 50-50 mix this year. I'm seeing a lot of research where listeners are saying they 'miss hearing the music I used to hear on my Country station.' That sentiment is prevalent enough to provide an opportunity for someone in a market to program against a strictly 'Hot Country' radio station.

Stations that have eliminated much of the pre-1986 music could benefit from expanding their libraries in the coming year by including the best music from the early '80s as well.

**Kent:** Historically, very few 25-54-targeted stations have been able to survive by being almost totally current-recurrent. Country may well trend back to a 50-50 split.

There exists an incredible inventory of music by artists who are viable today that fits nicely into the format — if the clocks are structured

properly. Programmers will discover they don't have to discard older songs by those artists in order to sound contemporary. One of the format's appealing aspects has been the familiarity of the music. Country will refocus on familiarity, because losing it means we'll have a tough time hanging onto the core.

**Marks:** The excitement of what's happening with the new group of artists and the new music is what will continue to bring people to this format. It will continue to fuel Country as a current-based format.

However, at some point, I see three styles of Country radio emerging: the "super-current" station, the "relatively current" station with 75%-80% current music, and the Gold-based outlet. This will happen as the audience grows larger and more diverse than one kind of station is able to serve.

**Murphy:** I don't see a change — unless people pull back in a panic because they think the format isn't growing. That might also happen if everything starts to sound alike. If Nashville gives us a new song by an artist that sounds just like the last 10 of that act's hits, why not just play the last 10 and forget the new one?

### Tempo Fugit?

**R&R:** *Will stations remain as tempo-driven as they've recently become?*

**Cook:** Stations will become more balanced in '94. There's a reason that 60% of the library is ballads: Those are the songs fans want to hear.

**Kent:** Tempo-driven stations will have to back off a bit in the coming year. Not even CHR stations have tempos that are as relentless as some current-intensive Country outlets. Some are getting to the point they just wear you out, and the TSL will suffer. That means dance mixes in dayparts other than nights will have to go.

**Marks:** Yes. The Country "lifers" — the hardcores who rarely listen to anything else — like the music and will always be there.

It's the parttimers — those who sample Country for an adrenalin rush or are looking for a different jolt than what they get from their primary music or station — who really love the tempo of today's

## Programmer Prophecies

In making their 1994 predictions, Country's top programmers pondered:

- What are the format's prospects for growth?
- Will it remain current-intensive?
- Will it remain as tempo-driven as it was in '93?
- What will be the role of personality and production?
- Will the focus on younger demos continue?

Country station. They can't drive the entire format, but ratings have gone up because they're spending more time with Country. Tempo, along with energy and lyrics, is a big part of the increases, and it will continue to be critical for '94.

**Murphy:** The excitement generated by successful stations will remain in '94. But demanding tempo is at cross-purposes with what the format has always delivered. It's a matter of balance and variety. It's not about keeping the tempo up, but about mixing it in to keep a good flow.

### We've Got Personality

**R&R:** *Will there be more personality outside of morning drive?*

**Cook:** Most definitely, as stations strive to get listeners more involved in the station. Also, No. 1 stations that aren't No. 1 in afternoons will seek to duplicate the success they've achieved in morning drive.

Look at **WSIX/Nashville's** success with a personality-driven afternoon show. That demonstrates the tremendous potential for attracting a huge audience with a show that's more than just music. Stations will want to maintain the music emphasis in the first part of the shift while evolving to more information and entertainment elements later in the daypart.

**Kent:** Successful stations won't forfeit the music image after morn-



John Marks

Larry Kent

ing drive just to inject personality. We'll see jocks being more localized and human-sounding. But not to the extent of doing a morning show in the afternoon — if for no other reason than that the talent pool simply doesn't exist for that to happen on a large scale. That said, however, I do see an increasing number of jocks from other formats coming over to Country stations in '94.

**Marks:** Yes — if we can find the talent. Today's Country listeners are looking for more than 12-in-a-row. They want to be engaged, involved. Radio has trained itself to be passive. But those who love it want to be part of the station, and the jocks provide

that link; they help drive that loyalty factor.

**Murphy:** Radio people are not great pioneers. They'll keep on doing what they've been doing rather than make any drastic changes. Successful personalities will continue to be those who come across as your friends. That doesn't and won't in the future mean talking a lot.

### The Search For Youth

**R&R:** *Will Country outlets continue to focus on younger demos in 1994?*

**Cook:** I don't think so, though I've never believed a Country station should focus on 18-34s — except

**Tempo, along with energy and lyrics, is a big part of the increases, and it will continue to be critical for '94.**  
—John Marks

perhaps for LMA/duopoly reasons. It's time to swing back to a more balanced approach to appeal to the wide spectrum. Country radio should be trying to sell variety and not pigeonholing itself as strictly hot, young country. Variety is what makes Country radio the exciting format it is.

**Kent:** The coming year will see the 'weeding out' of a lot of current-intensive stations that targeted 18-34s. The gains they've made in the last year may prove to be short-lived. Country is a niche format in itself, and I'm not convinced it can be splintered.

**Marks:** Yes. The focus will remain 20-44. They're driving the format and the growth now, and they'll continue to do so. I doubt it will get any younger — it will remain centered there.

**Murphy:** Sure — that's where the excitement is. And that's where the active audience and active record buyers are. These are the people pushing the envelope.

As for the 35-44s, why pursue them by playing older music? They didn't listen to us in the '70s and '80s — why should they listen to us now? They won't like that music any better now than they did then. We have a better shot at them by playing the music that the 18-34s like — music the 45+ audience has proven to like as well.

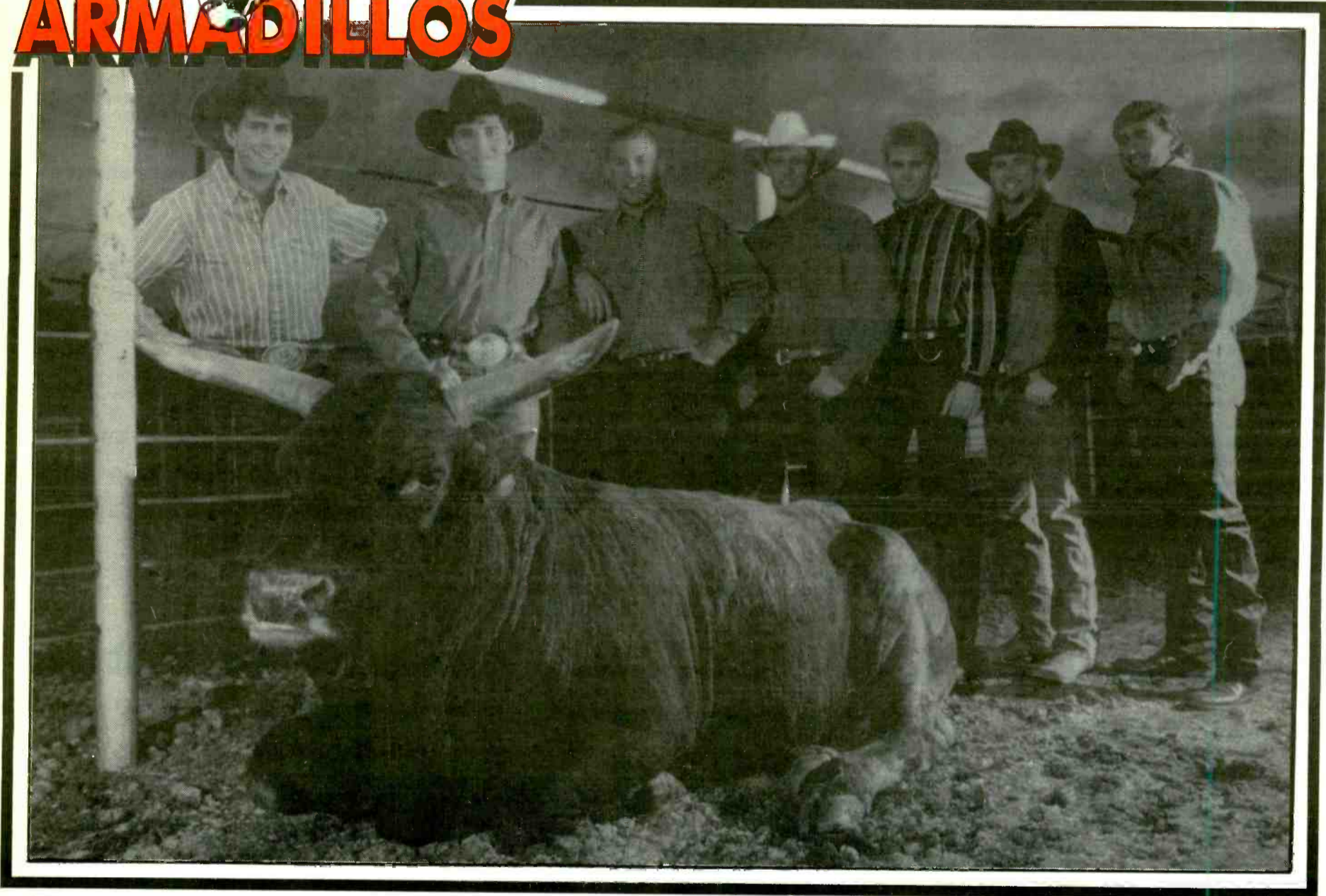


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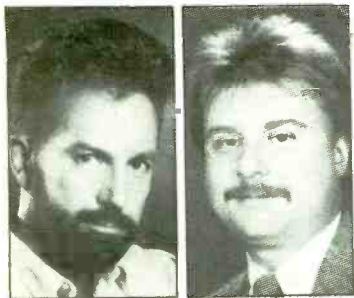


## In Store For '94: Signings, Sales, Promotion, Marketing

What's in store for record labels in 1994? Nobody knows for sure, of course. But a few of Nashville's label chiefs took a stab this week at predicting the future.

This year's prognosticators are MCA/Nashville President **Tony Brown**, Sony/Nashville Exec. VP/GM **Allen Butler**, Mercury/Nashville President **Luke Lewis**, and Giant/Nashville President **James Stroud**.

**R&R:** Will the rash of new artist signings continue in 1994, or will it begin to slow?



Tony Brown Allen Butler

**Brown:** It should slow down. But I predict that since country music has adopted pop music's "flavor of the month" mentality, labels will probably continue to sign a lot of new artists. I personally plan to sign one or two new artists every two years.

**Butler:** It's not a rash — it's the future. As long as consumers want fresh new music, we'll continue to give it to them.

**Lewis:** They'll definitely continue, if not accelerate, thanks to the new

label start-ups. I don't expect roster sizes of current labels to increase.

**Stroud:** There are new labels with new signings, so it will continue.

**R&R:** Will Country record sales continue to increase during the next year?

### COUNTRY FLASHBACK

#### 1 YEAR AGO

- No. 1: "Somewhere Other Than The Night" — Garth Brooks

#### 5 YEARS AGO

- No. 1: "Deeper Than The Holler" — Randy Travis

#### 10 YEARS AGO

- No. 1: "Slow Burn" — T.G. Sheppard

#### 15 YEARS AGO

- No. 1: "Burgers And Fries" — Charley Pride

#### 20 YEARS AGO

- No. 1: "I Love" — Tom T. Hall



**SYMPHONIC TRIUMPH** — Vince Gill, Amy Grant, and Michael W. Smith recently performed a special Christmas benefit concert with and for the Nashville Symphony. Posing backstage at the holiday event are (l-r) Gill, A&M President Al Cafaro, Grant, A&M Sr. Exec. VP David Anderle, Smith, Blanton/Harrell Entertainment President David Slaughter, Symphony Exec. Director Steven Greil, and Blanton/Harrell Co-Chairmen/Co-CEOs Dan Harrell and Michael Blanton.

**Brown:** They'll maintain present levels.

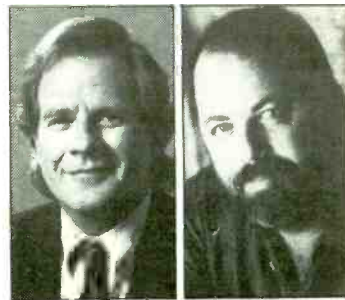
**Butler:** Hits are hits. Good product will continue to sell very well. Marginal product will stiff. It's time to separate the men from the boys.

**Lewis:** Overall country record sales should maintain, if not increase. However, I think multiplatinum titles will remain a rarity.

**Stroud:** We'll maintain the current sales levels in '94.

**R&R:** Do you foresee any changes in marketing or promotion techniques or trends in the New Year?

**Brown:** Thanks to the expansion of country music's popularity via CMT [in the U.S. and Europe], VH-1, and now possibly MTV, we'll



Luke Lewis James Stroud

continue to adopt more savvy and sophisticated ways of marketing our music — especially now that we are successfully competing side-by-side with other forms of popular music.

**Butler:** Both will be more intense; there will be higher street presence. There will also be more cost-efficiency: The smartest team will win — not the one that spends the most money.

**Lewis:** Corporate sponsors continue to embrace the genre and enhance individual artists' imaging. Promotion departments will be following the lead of their CHR counterparts by shifting emphasis toward actual spins.

**Stroud:** We're all going to be more competitive, which will result in more aggressive marketing and promotion plans.

### NASHVILLE IN MOTION

## Huntsman Gets VP Stripes

- **Vivian Huntsman** has been promoted from Director of Ron Huntsman Entertainment Marketing to VP/Operations. She helped establish the company in 1988.

- **Robert Scott Finkle** has joined **Vivian Huntsman** the Special Promotions Inc. Music Video Entertainment department. He'll be responsible for club and corporate sales, planning, and marketing. Finkle was previously employed by Ron Huntsman Entertainment.

- **Betty Rosen** has been named Professional Manager of Crossfire Entertainment. Rosen was previously Director/Creative Services, Film & TV for Third Stone Entertainment (the musical division of **Michael Douglas's** Stonebridge Entertainment.)



- **Martha Moore** and **Jeff Goodwin** have formed Goodwin Moore & Associates, an entertainment direction company, in Nashville. The company will specialize in management and artist development of actors and country artists. Goodwin Moore & Associates' mailing address is P.O. Box 120426, Nashville, TN 37212. The phone number is (615) 298-4589.

- Producer **Larry Butler** has formed Nashville Music Consultants, a consulting company for new talent. The company will be located at 1102 18th Avenue South, Nashville, TN 37212. The phone is (615) 329-2482.

- **Reva Gray Nichols** has opened Trademark Promotions, a full-service artist agency, in Nashville. The company offers all types of media relations and merchandising services and can be reached at P.O. Box 292803, Nashville, TN 37229. The phone number is (615) 331-7800.



**GUITARS AND CADILLACS** — Brother Phelps were on hand to award Kansas City club DJ Matt Borland his very own guitar as part of a club promotion for their latest single, "Were You Really Livin'." Pictured (l-r) are Asylum's Jeri Mitchell, Sum Management's Jeff Davis, Asylum President Kyle Lehning, Asylum's Cassandra Tynes, Brother Phelps's Doug Phelps, Borland, Brother Phelps's Ricky Lee Phelps, Asylum's Chris Caravicc, Asylum Sr. VP/IGM Kenny Hamlin, and Country Club Enterprises' Wynn Jackson.

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MIKE KINOSHIAN

## ADULT CONTEMPORARY

## OUTLOOK '94:

## Format's Headed For The Future

Before being exposed to the obligatory chorus of "Auld Lang Syne," I polled radio executives to help gauge what we might expect in the new year.

"In the past 18 months, radio has become much stronger," says Soft AC KOSI/Denver VP/GM Skip Weller, predicting, "'94 should be another good year for us in general — revenues are growing across the country. Through October, [Major League Baseball's Colorado Rockies] brought Denver up by about 10%, but our real market growth was about 4%. With some guarded optimism, I think we'll see a similar 4% increase in '94. It will be a growth year and a good time to be in the industry."



Skip Weller

Expecting the duopoly craze to forge ahead, Weller comments, "Duopolies, as in other industries, are the wave of the future. In banking, for example, bigger is better. In order to consolidate 'backroom costs,' more and more radio companies will [form] duopolies. Buys

are being made strictly on cost per point, rather than buying the 'right' station. Consequently, duopolies are creating 'forced-buy' situations. Some stations are being considered in ad buys only because they're part of a duopoly."

**More ACs will be forced — probably financially — out of the format in '94. In many cases, they'll try something totally different to give them a chance to be stronger.**

are being made strictly on cost per point, rather than buying the 'right' station. Consequently, duopolies are creating 'forced-buy' situations. Some stations are being considered in ad buys only because they're part of a duopoly."

### Competing Interests

One of Weller's crosstown challengers is Hot AC KWMX. "Many Hot ACs are replacing CHRs for

adult listening, so there's certainly room for Hot ACs. But there will be a problem in markets with more than one Hot AC, unless it's piggybacked with a giant station under a duopoly."

Country's massive ratings victories during the past year often came at AC's expense. But as Weller says, "Country's popularity is starting to peak. In '94, we should see Country flatten out. AC and Country share substantial audience. But AC seems to be getting some new music, which should allow us to grow a bit. Country has seen that [new music influx] over the past few years; it seems all new music has been Country-oriented."

Denver became one of the eight Top 50 markets to lose an AC to another format in '93 when KHOW flipped to NAC. "More ACs will be forced — probably financially — out of the format in '94. In many cases, they'll try something totally different to give them a chance to be stronger."

## Hot AC's New Music Express

Newer music works well, according to the six- to nine-month Hot AC research trends KYKY/St. Louis PD Smokey Rivers has been tracking. Consequently, Rivers expects Hot AC to further expand in '94.

"Songs like [Spin Doctors] 'Two Princes,' which we suspected might not do well with our target audience, actually fit in nicely with artists like

Michael Bolton, Mariah Carey, Smokey Rivers and Phil Collins.

Our target listener is once again receptive to new music, and there are some exciting new sounds on the horizon. We need to evolve — 25-34s might be ready for something entirely new. Today's 25-34 AC user regards some new music as being exceptionally good."

The year concluded with a barrage of AC product from core artists. "It's nice to see people like Bolton, Carey, Collins, and Billy Joel active all at once," Rivers re-



marks. "They're this format's lifeblood. If we can continue this musical flow, we'll keep our audience stimulated."

Although Country's gains have been staggering over the past few years, some wonder if that format has peaked. "If it has topped out, it's done so at an admirable level. Some went to Country because it was fashionable. Those 'trendy' types will probably follow the next fad, whether it's soft contemporary, rock, or Gregorian chants."

Not only was KYKY's business up in '93, according to Rivers, but the station just concluded an outstanding fourth quarter. He adds, "There are significant indicators that faith in the administration is making the economy go forward again. That should continue in the new year. Prosperity usually makes people more comfortable with experimentation."

From a media planner's perspective, Weller believes some ratings-deficient ACs may have been reluctant to change formats because "AC's a format that buyers love; it has great qualitative numbers. It's safe — advertisers feel secure put-

ting their dollars with AC. Some ACs have been stubborn to change formats because, financially, they've been able to keep their station in operation. There's usually little — if any — revenue to be made as the second Gold station."

## Duopolies: 'One-Stop Shopping'

"Duopolies are the future of our business and we'll see more of them in 1994," predicts WBMX/Boston VP/GM Jenny McCann.

"With duopolies, stations can offer complete marketing vehicles to clients. We no longer can be one-dimensional radio stations. In terms of marketing needs, we have to offer



Jenny McCann

'one-stop shopping.'"

Encouraged by the gradual decline in unemployment rates, McCann predicts the economy "probably will grow at a moderate rate. Retailers had a very good Christmas season. Most broadcasters project that Boston's radio business will improve by eight or nine percent next year."

### Country's Arrival

Boston hardly had been linked with Country music. Then two Country outlets quickly popped up in Beantown. As McCann

states, "Country's here to stay. It once was the format of the Southwest, but now it's more broad-based. Country listeners also listen to AC and News/Talk."

One of Boston's Country converts was WVBF, which had been the fourth of the market's four ACs. "A format's last station must change because it just can't survive," McCann points out. "We'll see stations like this change to niche formats or format voids."

According to McCann, Hot AC's '94 success will depend largely on music product. "The quality will dictate what will happen. If AC's music is as strong as it was in '93, we'll probably see more Hot ACs than CHRs do well. If there's good CHR product, however, there might be a CHR revival. Still, this should be another strong year for AC, primarily because of the music product. I see no reason why this won't continue well into the new year."

## Hot ACs Brace For CHR Resurgence

Following a distinguished programming career — which included the successful launch of Hot AC KHMx/Houston — Guy Zapoleon has emerged as one of the industry's most sought-after consultants.

"There will be a [CHR resurgence] in '94," Zapoleon forecasts. "CHR's cycle will start swinging back, and some CHR-leaning Hot ACs won't have a position. Good-sounding CHRs might come in and give Hot ACs some problems. We'll probably see a number of Hot ACs become more mainstream. But Hot ACs with unique positions and sounds — such as rock-based KHMx and urban-flavored Hot AC WBMX/Boston — will continue to do well."



Guy Zapoleon

Some broadcasters, like KOSI/Denver VP/GM Skip Weller (see "Format's Headed For The Future"), believe Country's tremendous ratings curve is about to level off. Zapoleon disagrees: "It's dangerous when something gets overexposed the way Country has. But Country is much stronger than it was 10 years ago. It's considered and used as AC in many markets, especially in the South. It

has young, attractive artists playing great music. In many ways, it's today's pop music. If Country is on the decline, it will be a very slow fall."

"CHR's cycle will start swinging back, and some CHR-leaning Hot ACs won't have a position . . . But Hot ACs with unique positions and sounds will continue to do well."

**CHR's cycle will start swinging back, and some CHR-leaning Hot ACs won't have a position . . . But Hot ACs with unique positions and sounds will continue to do well.**

In recapping the format's significant '93 issues (R&R 12/17), I acknowledged the year-end flurry of ACs that flipped formats — mostly to Gold. "I'm reminded of the 'rule of three,'" comments Zapoleon. "Most people can't name three types

of a specific product; the same rule applies to radio. If there are more than three ACs per market, most people are unfamiliar with the fourth or fifth. People remember numbers one and two."

### Sophisticated Audience

While a number of broadcasters have approached duopolies cautiously, Zapoleon remarks, "In many cases, duopolies are the only answer. Their lessons will be a tremendous boost for radio: As we learn how to make duopolies work, people will find the right strategies in dealing with them. The [nation's] economy's been a severe wakeup call for our industry. We've had to learn how to do more with less, and duopolies have been a godsend. But radio's economy seems to be turning around as we enter '94. Over the past few years, we've learned to determine what you can survive with and without."

Generally upbeat about AC's '94 potential, Zapoleon states, "Today's radio listeners are sophisticated. With so many available options, they won't sit through something bad to hear something good. But AC has nothing more to worry about than any other format does. If ACs maximize their product and marketing as they should, it will be a good year for the format."





RANDALL BLOOMQUIST

OUTLOOK '94:

## Scoping Out The Year To Come

Ah, New Year's Eve — a moment filled with the promise of new opportunities, second chances — and the same old problems. As we hurtle into 1994, I asked several Talk programmers and consultants to reflect on what the hot issues will be over the next 12 months.

WABC/New York PD John Mainelli, reflecting a widely held opinion, says the possible return of the Fairness Doctrine and the search for new air talent will dominate the format's attention in 1994.

In addition to actively fighting any legislative efforts to reimpose the Fairness Doctrine, he suggests it might be in the format's interest — from both programming and political perspectives — to encourage talk hosts to "offer solutions" to the societal problems they address on their programs, instead of simply bashing and complaining.

asks, "Where will the managers and PDs come from who understand how to recognize talent capable of attracting audiences and generating revenue — without Rush Limbaugh?"

### Pros & Controversies

McMahon also wonders whether 1994 will bring PDs and managers an increased tolerance for the kind of controversy the format and its most successful hosts tend to generate. "Complaints from people at the club or from advertisers send managers into a dither," he says. "Too many of them just don't want their stations to offend anyone."

asked to run [sister] Talk stations," he says.

"That's like asking the police chief if he'd also like to run the fire department. They just don't understand that controversy is a cost of doing business in Talk, and that managers can't have the knee-jerk reaction of forcing the host to issue an on-air

## Future Talk

Among the issues select execs expect to excite talk in the coming year are:

- Fairness Doctrine
- Finding new talent
- Locating new programmers and managers
- Stern's effect on other Talkers
- Servicing Generation X, other youngsters
- Expanding on Limbaugh's newcomers
- Fragmentation.

tastes and attitudes than the baby boomers? If so, do you talk to them differently than we talk to baby boomers? And where will the talent

crowd with interactive radio that's compelling, meaningful, and fun — rather than clinging to the radio equivalent of 'Jurassic Park,' where we clone issues and personalities whose time has passed."

WBAL/Baltimore Station Manager Jeff Beauchamp agrees with that assessment, saying Talk stations must learn how to build an audience among young people who grew up listening to FM music stations. A good first step, he says, would be to figure out how to convert the young males who have been drawn to Talk by Limbaugh.

KLIF/Dallas Station Manager Dan Bennett sees increased fragmentation in the format's near future. That development, he says, will cause some short-term disruption but will eventually benefit well-programmed Talk stations.

"We're going to experience fragmentation just like we've seen in the Country, AC, and Rock formats," said Bennett. "In fact, it's already happening with all-Sports and [other Talk] stations that aim for a younger audience or emphasize entertainment talk.

"This may lead to some audience erosion at [established] Talk stations, but it will ultimately bring more people to the format. That kind of competition can be a good thing if you're doing a good job."

Where will the managers and PDs come from who understand how to recognize talent capable of attracting audiences and generating revenue — without Rush Limbaugh?"

—Bill McMahon

apology or making their own apologies to advertisers and listeners who might be offended."

On the other hand, he also warns that Talk PDs must be wary of turning to "Howard Stern wannabes" to boost sagging ratings. The vast majority of these hosts, he says, lack Stern's talent and rely completely on a willingness to talk dirty. In the long run, he fears, they will harm the format's credibility.

### Generation Next

KSTP/Minneapolis PD Steve Konrad thinks 1994 is the year Talk radio will have to address the question of Generation X. "Do we buy into the hype about this being a generation with significantly different

come from that can communicate with Generation X?"

Konrad — along with several format colleagues — also believes 1994 will bring a shakeout in the recent glut of nationally syndicated talk shows. "I have to think some of them have to go away," observes Konrad. "There just aren't enough stations to keep those billions of shows making money."

### The Young Ones

WLS-AM & FM/Chicago President/GM Tom Tradup believes Talk stations should make a New Year's resolution to work harder to attract younger listeners. "The most significant challenge facing Talk radio in 1994 is to superserve the younger Jerry Seinfeld/David Letterman

As more stations go to Talk, a lot of music programmers are being asked to run sister Talk stations. That's like asking the police chief if he'd also like to run the fire department.

—Patrick Hennessy

Talk consultant Bill McMahon agrees that finding new talent will continue to be a major issue for Talk. That's why the format needs to make a New Year's resolution to find people who can recognize and develop breakthrough air talent. He

WLAC/Nashville PD Patrick Hennessy echoes that concern, saying he's particularly concerned about programmers and managers who are new to the burgeoning Talk format. "As more stations go to Talk, a lot of [music] programmers are being

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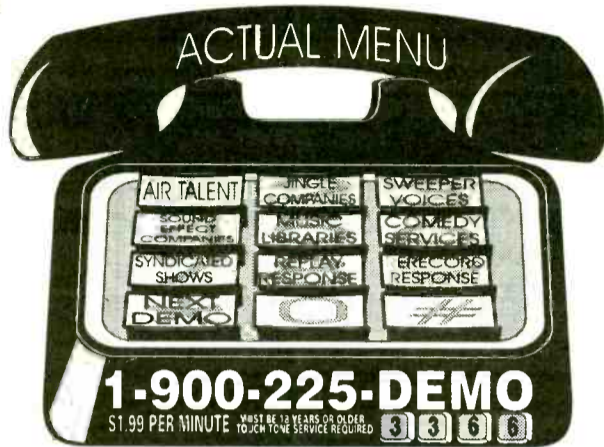
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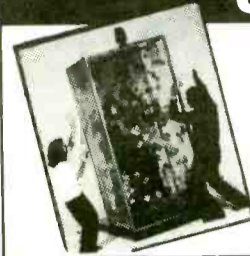


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Experienced computer programmer needed for market research firm specializing in radio industry. Relational database programming and network experience preferred. Will integrate research/database software with additional custom programs for tabulation and presentation to clients. **NO FREELANCE/INDEPENDENT PROGRAMMERS.** Looking for permanent full-time person to work in-house. Competitive salary + excellent benefits included. Resumes to: Radio & Records, 1930 Century Park West, #93, Los Angeles, CA 90067. EOE

Big market needs "cookers" for upcoming Country convert! This will be a tremendous opportunity! Country experience not necessary, but you must love and be able to communicate the passion of "Today's Country." Send tapes and resumes to Rusty Walker Programming Consultants, P.O. Box 417, Iuka, MS 38852. EOE. Please, no calls.

Shadow Broadcast Services provides top-quality news, sports and traffic to major stations in New York, Los Angeles, Chicago, Philadelphia, Houston, San Francisco, Washington D.C. and San Diego. We also have plans for expansion.

We are always pleased to receive tapes and resumes from qualified anchors. If you're a "Varsity Player," send tape and resume to:

Lee Marshall  
Executive Vice President of News & Sports Operations  
Shadow Broadcast Services  
911 Wilshire Blvd., Suite 2020  
Los Angeles, CA 90017.  
No calls. All information is accepted in total confidence. EOE



## Job HotLine

4 weeks  
\$18.00  
12 weeks  
\$42.00

MASTERCARD  
VISA/AMEX

Get R&R job  
openings mailed  
two days early!

**310-553-4330**

## ALAN BURNS

& Associates.

Great Hot AC in Florida market needs an experienced PD/morning talent with creativity, drive, and spark to ignite great ratings. Send T&R to Alan Burns & Associates, 11705 Sumacs Street, Oakton, VA 22124. EOE

**TALENT NEEDED**

CHR & Hot CTRY Jocks, PD's, Prod. personnel for TOP 100. Females for CTRY, AC, AOR. New Rock talent. Oldies, AC Jocks and NEWS. Morns TOP 150, etc. If you're ready for a move, call now. We've placed beginners to \$50,000+ talent, small to major markets, making the presentations for those we represent. **CONFIDENTIAL - NATIONWIDE.**

## NETWORK

(407) 679 8090

**EAST**

WFPG seeks promotions director. Sales background a plus. Top-rated station in ratings/benefits. CONTACT: WFPG, Dick Taylor, GM, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE (12/31)

Experienced production director/on-air sought. Must know computers. Trackstar or similar. Writing skills. T&R: WQRC, Greg Bone, 737 W. Main, Hyannis, MA 02601. EOE (12/31)

WAFI-FM, Dominant AC at the beach seeks morning talent with good production skills. T&R: WAFI, Joyce Hooper, Box 808, Milford, DE 19963. EOE (12/31)

Major NY radio station seeks an aggressive, national sales manager. 4-5 years' prior radio experience required. CALL: WMXV, Sherri Lewis (212) 407-4517. EOE (12/31)

**MUSIC DIRECTOR**

Major market AOR seeks music director with a minimum of three years' experience as either programming or music director in AOR format. Solid music expertise is critical for maintaining station's immense record library. Knowledge of Selector is essential. Must be organized and have excellent interpersonal skills. Will report to station PD. T&R: Radio & Records, 1930 Century Park West, #91, Los Angeles, CA 90067. EOE

**PM DRIVE**
**Air Talent**

Hot New Jersey AC with all the tools is ready for a talent who knows how to use them. The ideal candidate will display the following:

- Local, topical, clean presentation
- Understand and execute radio basics
- Consistent high quality performance
- Creative, adaptive production skills
- Loves doing public appearances
- Team player

Tape, resume, and photo to: Radio & Records, 1930 Century Park West, #86, Los Angeles, CA 90067. EOE M/F

**\$75,000 + YEAR**

RADIO SYNDICATOR SEEKS EXPERIENCED AFFILIATE RELATIONS PERSON. T&R: Radio & Records, 1930 Century Park West, #96, Los Angeles, CA 90067. EOE

**RARE OPENING!** Industry recognized small market Country! Energetic, friendly. **HIGH PROFILE AM Drive PERSONALITIES** w/ great production, remotes, attitude, send T&R to: Radio & Records, 1930 Century Park West, #99, Los Angeles, CA 90067. EOE

**OM/PD**

Portland, Maine, Research Group consulted Class B-AC, with Nostalgia AM needs OM. Must be a professional animal with good people skills, stable background, strong references. Resumes, refs: Ron Frizzell, President, WLAM - KISS-100, 912 Washington St., Auburn, ME 04210. EOE

Executive producer/board operator - Second banana/sidekick for gregarious AM talk host at strong suburban station 30 minutes from NYC. 4 hands/unshakable sense of humor. T&R: Radio & Records, 1930 Century Park West, #97, Los Angeles, CA 90067. EOE

## WALK FM 97.5

**LOCAL SALES MANAGER**

WALK FM/AM, Long Island's AC Powerhouse, seeking extraordinary leader/motivator with record of exceptional success in broadcast sales management. Immediate opportunity to join strong, growing group at its flagship station on Long Island (Nassau/Suffolk), the nation's 14th largest metro. Exceptional opportunity offering great lifestyle, growth potential and excellent income. Sell us! Write to General Sales Manger, WALK FM/AM, P.O. Box 230, Long Island, New York 11772. All inquiries held strictly confidential. EOE M/F

Rock AC to debut on the beach . . . Air talent needed for various dayparts. Minimum of two years' experience required. Send T&R to: Radio & Records, 1930 Century Park West, #95, Los Angeles, CA 90067. EOE

**SOUTH**

New year/new gig. Experienced anchor/reporter for stable company 50 miles outside D.C. T&R: WBQB/WFVA, Michelle Carpenter, Box 269, Fredericksburg, VA 22404. EOE (12/31)

Fastest growing Country FM in West Texas seeks a production director/announcer. T&R: KBCY, 241 Pine St., #14C, Abilene, TX 79601. EOE (12/31)

Sought: Production director. Position includes weekend shift. T&R: WRKA, Fred North, 10001 Linn Station Rd., Louisville, KY 40223. EOE (12/31)

Top-rated AOR seeks aggressive sales talent. Great opportunity plus beaches. T&R: WGCX, Chris Kalifeh, Box 1044, Mobile, AL 36633. EOE (12/31)

Experienced salesperson/sales manager sought for regional AM/FM. RESUME: WAAX/WQEN, Mark Bass, GM, Box 517, Gadsden, AL 35902. EOE (12/31)


**AM News Personality**

Houston's new ARROW 93.7 is looking for a news personality for morning drive. If your news persona has style and substance, if you look at the world from a slightly different point of view; and, if you have at least five years of on-air news experience, we'd like to hear your tape. No calls please. Send tapes and resumes to:

Shelley James  
Program Director  
KKRW-FM

10333 Richmond Avenue #693.7  
Houston, Texas 77042

CBS Owned. EOE. All inquiries held strictly confidential.


**PASS IT ALONG!**

The Miami Dolphins, and 610WIOD, the flagship station since the team's inception, are seeking the next "voice" of the Dolphins to replace veteran Rick Weaver who will be retiring at the end of this, his 23rd season. If you know someone who possesses the unique and outstanding abilities for this job, and has play-by-play experience in major college or professional football, please let them know about this opening. Undoubtedly, this is a once in a lifetime opportunity to reach the pinnacle of the sports broadcasting profession. Have them contact Gary Bruce at 610WIOD, 1401 N. Bay Causeway, Miami, FL 33141, for further information. EOE

**KBFM/HOT B-104**

The Rio Grande Valley's top-rated music station is looking for a new morning show/team. Contemporary and adult sound is necessary. Familiarity with the Spanish language is a plus. T&R: Billy Santiago, PD, KBFM, P.O. Box 3764, McAllen, TX 78502. No phone calls please. EOE

Florida CR seeks fulltime overnight air talent. Minority candidates are encouraged to apply. T&R only: WKGR, 3223 Commerce Pl., Suite 101, West Palm Beach, FL 33407. EOE

WVNN/WZYP, Huntsville, Alabama, are seeking a newscaster for dual duty on an AM News/Talk and FM Top Forty. T&R: WZYP, Dave Stone, News Director, P.O. Box 389, Athens, AL 35610. EOE

**IF YOU LOVE OLDIES...**

...and want to work and live in one of the southeast's most liveable cities (Places Rated Almanac), send us your best! All shifts! Current format doesn't matter. If you know how to have fun and make the speakers come alive with fun and energy, ACT NOW! Send T&R to: Radio & Records, 1930 Century Park West, #87, Los Angeles, CA 90067. EOE

Now accepting applications and resumes for an outside sales representative for KROD-AM/KLAQ-FM. Outside sales experience, broadcast background preferred. Please mail to: Personnel Director, KLAQ, KROD Radio, 4141 Pinnacle St., Suite 120, El Paso, Texas 79912. No phone calls please. An equal opportunity employer.



# OPPORTUNITIES

## OPENINGS

### WPCV 97.5 FM

WPCV-FM 97.5 has an immediate opening for a fulltime announcer. We need an energetic, creative and talented individual to showcase one of the nation's highest rated radio stations. Applicants must be experienced, have a proven track record, be computer literate, possess excellent production skills, and be prepared to be involved in community activities. WPCV is an equal opportunity employer and encourages minority and female applicants.

Send resume and aircheck to:

Dick Goleno  
Operations Manager  
P.O. Box 2038  
Lakeland, Florida 33806. EOE

### PRODUCTION DIRECTOR WANTED

Live in one of America's great cities, Lexington, KY, and work at legendary WKQQ-FM, 100,000 watt Classic Rock/AOR. Seeking rare combination of an outstanding straight voice with versatile character voice and/or impersonations. Demanding/rewarding career opportunity with 40-year-old growth minded company. Must be positive, pro-active team player that can balance the needs of the sales and programming departments and provide our advertisers with ad agency quality commercials. Lots of spec work and interaction with the sales department. Digital studio on the way. Village Companies offers terrific benefits including health and hospitalization, dental, prescription drug card, 401-k, bonuses and incentives, profit-sharing and a stable, supportive environment. If you have leadership qualities and a track record of success, minimum two years, then send a cover letter, resume, and a tape of your best stuff to: Keith Yarber, GM, WKQQ-FM, P.O. Box 100, Lexington, KY 40590. WKQQ-FM is an equal opportunity employer.

Today's Hottest New Country

# K95

NEW IN 1994

#### Promotions Director:

Opportunity to lead Richmond's most visible radio station. Candidates must be aggressive and bring a successful track record specializing in events management, organization, and detail.

\*\*\*\*\*

#### Continuity / Production Associate:

A Production specialist with a passion for copy writing and commercial production. Candidates must understand multi-track and digital editing with the ability to work on the air. Copy and production samples required.

#### T&R:

Mark Richards  
WKHK 300 Arboretum Place, Suite 590  
Richmond, VA 23236 EOE Employer/No Calls

WROQ needs an experienced promotion director. Great company, great benefits for a creative genius. Send all info that will convince us to: Ken Carson, 555 N. Pleasantburg Dr., St. 314, Greenville, SC 29607. EOE

## OPENINGS

### PROGRAM DIRECTOR

U-102 Jamz!

And our numbers prove it!  
Join Central Kentucky's winningest on-air team at Lexington's premiere urban station. WCKU-FM is seeking an energetic, enthusiastic Program Director to manage air talent and music in addition to on-air responsibilities.

Also...

### ON-AIR TALENT

Motivated, experienced air talent needed immediately. All shifts may be considered.

Please send resume & air check to:

Tony Gray, WCKU-FM  
651 Perimeter Drive  
Lexington, KY 40517

U102  
WCKU-FM  
Jamz!

The Rio Grande Valley's leading hit music station is looking for a new morning show/team. Contemporary and adult sound is necessary. Send cassettes and resumes to: Billy Santiago, P.D., KBFM, P.O. Box 3764, McAllen, TX 78502. No phone calls please. EOE

### ASSISTANT CHIEF ENGINEER

Immediate opening for Benchmark Communications stations WTAR/WLTY/WKOC in Norfolk-Virginia Beach. If you have at least 2 years' experience maintaining high power AM and FM transmitters and studio equipment, are computer literate, love radio more than chocolate, and are driven to be the very best in the industry, send your resume, references, and salary requirements to Dan Case, Chief Engineer, WTAR/WLTY/WKOC, 168 Business Park Drive, Suite 201, Virginia Beach, VA 23462, or fax to 804-671-1010. No phone calls. EOE

### MIDWEST

KEZO seeking FT all night monster. Must be a team player ready and willing to do anything. T&R: KEZO, Randy Chambers, 11128 John Galt Bl., Omaha, NE 68137. EOE (12/31)

News/Talk WIBC, Indianapolis, Indiana seeks two anchor/reporters. CALL: WIBC, Dave Reynolds (317) 844-7200. EOE (12/31)

WDSM/KZIO seeks news director. Full Service Country/CHR. Journalism degree helpful. Benefits. T&R: WDSM/KZIO, Ken Buehler, 1105 E. Superior St., Duluth, MN 55802. EOE (12/31)

News reporter/anchor for Northwest Ohio heritage station. Experienced only. T&R: WSPD, 125 S. Superior, Toledo, OH 43537. EOE (12/31)

Rare sales opportunity at WCEI. Seek experience and ambition. Great compensation package. RESUME: WCEI, 306 Port St., Easton, MD 21601. EOE (12/31)

Morning pro sought now for 100kw Rock/AC. Must be creative with great phones, production and enjoy PAs. T&R: WMZK, Steve Resnick, Box 1451, Wausau, WI 54402. EOE (12/31)

Heritage AC in Springfield, IL has overnight position with growth opportunities. Please send T&R: WNNS, Box 460, Springfield, IL 62705. EOE (12/17)

Full Service Country KGNU-AM seeking morning show host. Strong production a must. T&R: KGNU, Dave Murdock, Box 1398, Dodge City, KS 67801. EOE (12/17)

## OPENINGS

### ON AIR ASSISTANT PD

Newly created position includes: daily airshift, frequent appearances/promotional activity; responsibility for talent schedules; some music and promotional scheduling.

Minimum 5 years' on-air experience. PD/APD experience preferred. Selector Fluency mandatory. Seeking a unique human being who adds her/his local best while flawlessly executing "format". Experience in MN, WI or surrounding states a huge plus.

Send resume and tape/no phone calls!

### PROMOTION DIRECTOR

Position includes: collaboration on marketing plan; development of sales and program promotions; promotion administration (execution and fulfillment); broadcast copywriting; extensive contact with public, sponsors & promotional partners; accountability for adv & promo budget. Must be well-organized yet crazed warrior/markeeter in "the battle for the mind", obsessed with exposing and differentiating family-oriented Oldies station. Experience in comparable position desired.

Send resume, letter stating marketing philosophy, and other work samples/no phone calls!  
Applications to:

Kevin Metheny Program Director KQQL-FM  
100 Washington Square, #1319  
Minneapolis, MN 55401

Colfax Communications is an already duopolized equal opportunity employer.

**KOOL 108**  
Good Times Great Oldies

### JOE KELLY CREATIVE

PRODUCT OF A.P.I. INC.  
414/632-8610 • 414/632-5527 fax

**JOE KELLY CREATIVE SERVICES**, the nation's premier Rock Radio Production company, has a rare and immediate opening for a KEY Production Engineer. We are about to lose one of our top people to LA! If you are a musician/engineer with creative skills and multi-track/workstation experience, apply at once! We are building brand new studios in Milwaukee and we are looking for a **KILLER** who is **DRIVEN!** Top pay and benefits. Send T&Rs to Joe Kelly, 1137 N. Osborne Blvd., Racine, WI 54305. No calls please. JKCS is an EOE.

### IMMEDIATE OPENING FOR TALENTED TALK SHOW HOST

If you really understand local talk . . .  
If you have a proven track record . . .  
If you believe Rush is vulnerable . . .  
If you want to be part of a great organization at one of the legendary 50KW AM heritage facilities in the great midwest then ACT NOW! T&R plus references with salary requirements to: Radio & Records, 1930 Century Park West, #92, Los Angeles, CA 90067. EOE

Small market heritage Top 40 seeking main player in morning show. Good sense of humor, topicality and ability to work with others a must. Great market (signal into a major) with good compensation package. Street warriors only! Photos helpful. T&R to: Radio & Records, 1930 Century Park West, #84, Los Angeles, CA 90067. EOE

PD/OM needed for small station. Must be hardworking and a team leader. Great small town to live in, scenic area. T&R: Radio & Records, 1930 Century Park West, #85, Los Angeles, CA 90067. EOE

## OPENINGS

### MIDDAY PERSONALITY

Midwest 50,000 watt Full Service powerhouse seeks midday personality. If you're warm, friendly, relatable, have a good sense of humor, and enjoy working in an AC format heavy on information and entertainment, rush your tape, resume and salary requirements in confidence to: Radio & Records, 1930 Century Park West, #98, Los Angeles, CA 90067. We offer an excellent working environment in a great community. EOE

**B**

BERKOWITZ BROADCAST CONSULTING

Major and medium market PD's needed for immediate openings at client stations. All positions require some on-air work. Master Selector skills a necessity!

Cassettes & resumes to Gary Berkowitz, Berkowitz Broadcast Consulting, Inc., 4901 Champlain Circle, West Bloomfield, MI 48323. Phone calls? Why not! 810-737-3727. EOE

### MORNING SHOW HOST

Top 50 market AC seeking talented adult communicator. Team player who puts a strong emphasis on show prep is a must. Property is one of many winners held by a successful Midwest Group Operator. We're interested in hearing success stories. All minority applicants encouraged to apply. T&R: Radio & Records, 1930 Century Park West, #82, Los Angeles, CA 90067. EOE

**TALK RADIO 810 KCMO** in Kansas City, is seeking a morning drive talent who is compelling, funny, intelligent, entertaining and a great communicator with a young, contemporary attitude and presentation. AC/CHR/AOR morning personalities who are tired of tunes and ready to talk should apply. Ratings track record a plus!! Send resume and tapes to: Mike Elder, KCMO, 4935 Belinder Road, Westwood, KS 66205. EOE



**OPENINGS**
**PROGRAM DIRECTOR**
**Personality-Entertainment Sports**

KFAN Radio-Minneapolis. Experiencing rapid growth and development. Need a programmer comfortable with high intensity personality orientation. Knowledge of sports not necessary. Talk personality and programming experience needed. Good people. Must like snow. A Shamrock Broadcasting Company. Send resumes to Dan Seeman, c/o KFAN, 611 Frontenac Place, St. Paul, MN 55104. Equal Opportunity Employer.

**WEST**

**Southern C.A. ATs:** Get us your T&R! Refreshing adult alternative format. T&R: XHRM, Sherman Cohen, 2434 Southport Way, #A, National City, CA 91950. EOE (12/31)

**KTHH/Fresno** seeks on-air personality for hot AC overnights. Women and minorities encouraged. T&R: KTHH, Art Farkas, 2775 E. Shaw, Fresno, CA 93710. EOE (12/31)

**Shadow Broadcast** has openings in news, sports and traffic. T&R: Shadow Broadcast, Mark Pape, 221 Main Street, Suite 900, San Francisco, CA 94105. EOE (12/31)

**100,000 watt FM** now has a fulltime MD position open. Seeking immediately. CALL: KXTC, Kitt (505) 722-4442. EOE (12/31)

**Make money?** Sales openings at KMXB/KUMT in Salt Lake City. Two great signals. CALL: KMXB/KUMT (801) 264-1075. EOE (12/31)

**Sought:** Country AT for market leader, popular recreation area. T&R: KCONQ, Ray Klotz, Box 3434, Lake Isabella, CA 93240. EOE (12/31)

**Seeking individual** who loves radio and loves to ski for afternoon drive assistant MD at Western CO CR station. T&R: KSTR, PO, Box 1120, Grand Junction, CO 81502. EOE (12/31)

**But it's a DRIVE heat!**

Morning drive that is. High powered CHR, class C FM in Phoenix, needs your best stuff. Great quality of life, wide open market, court side seats for the right player. Are you the guy, girl, or team to turn our market upside down? Average won't cut it! Speed tape to Radio & Records, 1930 Century Park West, #100, Los Angeles, CA 90067. EOE

**OPENINGS**


BERKOWITZ BROADCAST CONSULTING

**WANTED**

Top 10 West Coast market looking for creative, out-of-the-box production director who can put sizzle into sales promos, station promos and station drops. 4-track + experience necessary. Send T&R: Gary Berkowitz/Berkowitz Broadcast Consulting, Inc., 4901 Champlain Circle, West Bloomfield, MI 48323. EOE

PD/morning talent for music intensive, lifestyle oriented Rock AC. Top 50 mkt. You think strategically, execute a plan, and help air talent understand their role. Join a winning company we consult. Send resume, aircheck, summary of your latest ratings win (how and why?) to: Broadcast Programming Consulting, 2211 5th Avenue, Seattle, WA 98121. No calls please. EOE

**LOVE SONGS**

Fresno's top-rated AC KJOI seeks talented evening love songs host. Minimum five years' on-air experience. T&R: KJOI, Scott W. Moseley, GM, 597 N. Alta, Dinuba, CA 93618. No calls. Minorities and women encouraged. EOE



KIOT/The Coyote in Santa Fe/Albuquerque is looking for experienced music director and/or air talent. Opportunity to grow with us! Prior Adult Rock experience preferred. No calls. T&R: Stacia Saunders, KIOT, 418 Cerrillos Rd., Santa Fe, NM 87501. EOE

**POSITIONS SOUGHT**

**New year/new gig.** Experienced anchor/reporter for stable company 50 miles outside DC. T&R: WBQB/WFVA, Michelle Carpenter, Box 269, Fredericksburg, VA 22404. EOE (12/31)

**POSITIONS SOUGHT**

**Self-motivated news** director/sales sought for Oldies station. One year of experience preferred. DAVE: (219) 583-2569. (12/31)

**Seeking on-air** or production in Northern Ohio area. Full or part-time. Three years' major market experience. ROB: (216) 883-0846. (12/31)

**Killer morning talent.** Adult show that can win big! P1/P2 AOR vet. CALL: (216) 545-4920. (12/31)

**Have sidekick, we'll travel.** Veteran Country ATs seeking morning show opportunity. KEITH: (702) 828-7295. (12/31)

**Personality plus production.** Twelve years' experience. Will relocate anywhere in the U.S. or overseas. Please call. STEVE: (704) 372-8128. (12/31)

**26-year-old female** seeks position as personal assistant for artist or record label. Will tour. JILL: (205) 473-4169, fax (205) 344-1115. (12/31)

**Missed my last installment** in positions sought? I'll give you a second chance. Former pro athlete now local radio legend. I'm the man. LEE: (203) 443-6446. (12/31)

**Seeking to work** in Charlotte, N.C. area. College educated female. Been morning co-host, news director, more. CALL: (407) 632-4495. (12/31)

**News director available.** Experienced in all phases: TV, radio AM & FM. Some network experience. Degree, good people skills, major markets only. CALL: (513) 421-6532. (12/31)

**FT AT, Brown Institute** graduate, 1/7/94. Ex-marine from South Dakota seeking first gig in upper midwest. PBP too! CALL: (612) 938-5275. (12/31)

**Hey New England!** Detailed, organized and dedicated pro seeks first time OM/AT position. AC, Country, News/Talk. ROD: (508) 628-3653. (12/31)

**Killer morning talent.** Adult show that can win big! P1/P2 AOR veteran. CALL: (216) 545-4920. (12/31)

**I'd like to open '94** with a roar and a job. Seeking beginners position at northeast station. JEFF: (516) 623-8483. (12/31)

**Satiric social/political** commentator on cable access in Los Angeles seeks commentator or Talk radio host position. WALTER: (805) 245-9258. (12/31)

**NE Florida** I'm gettin nothin for xmas! Be my Santa, put a job in my stocking! AC/CHR/AOR/Oldies. JOHN: (904) 797-7538. (12/31)

**Morning man.** Ratings winner, voices, bits and sense of humor plus hard worker. JOHN: (308) 384-6904. (12/31)

**Low men numbers?** We specialize in men, men, men, especially 25-54. Mantalk. Manly yes, but women like it too! CALL: (305) 962-9282. (12/31)

**Abandon ship.** Pro with on-air and production talent anxious to escape dead end anonymity for creative opportunity. CALL: (305) 964-5879. (12/31)

**Boston area AT** seeks AOR/Hot AC gig, eight years' experience. I will give 110%, give me a chance. BOB: (617) 471-7435. (12/31)

**Talk host/producer.** Sidekick. News, etc. Quick, funny, resourceful. Major/large markets only. GAIL: (214) 680-1766. (12/31)

**Doubled the numbers.** Now they're selling. Let me go to work on your numbers. 17-year programmer. GARY: (915) 691-5396. (12/31)

**17-year vet.** Mornings, PD, production, pipes and self-motivated. Present station selling. JAYE: (915) 673-5252. (12/31)

**Portland, California, Nevada** attention! A computer is taking my job. Call for a tape. JOE: (408) 268-8177. (12/31)

**Throw it my way!** I can handle it! Mornings, nights, afternoons, programming, sports, news, promotions... you name it! Seven years' experience. JIM: (606) 255-5772. (12/31)

**POSITIONS SOUGHT**
**R&R Opportunities Display Advertising**

	1X	2X
<b>Display</b>	<b>\$85/inch</b>	<b>\$60/inch</b>

Rates are per week (maximum 35 words per inch including heading). Includes generic border. If logo, custom border or larger heading is required, add 1/2 inch (\$38 for 1X, \$30 for 2X).

	1X	2X
<b>Blind Box</b>	<b>\$100/inch</b>	<b>\$75/inch</b>

Rates are per week (maximum 35 words per inch including heading, box number and R&R's address). If custom border or larger heading is required, add 1/2 inch (\$50 for 1X, \$38 for 2X). Rate includes generic border, box number, and postage/handling.

**Payable In Advance**

Display & Blind Box Advertising orders must be **typewritten on company/station letterhead** and accompanied by advance payment. Ads must be submitted by mail except for credit card orders which are also accepted by fax: 310-203-8727. Visa, MC, AmEx accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

**Deadline**

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)** eight days prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: 310-203-8727.

**R&R Opportunities Free Advertising**

**Radio & Records** provides free (20 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

**Deadline**

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are **accepted only by mail or fax: 310-203-8727**. Address all 20-word ads to R&R Free Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

*Free listings are on a space availability basis only.*

COMPACT  
**golddisc**®  
 DIGITAL AUDIO

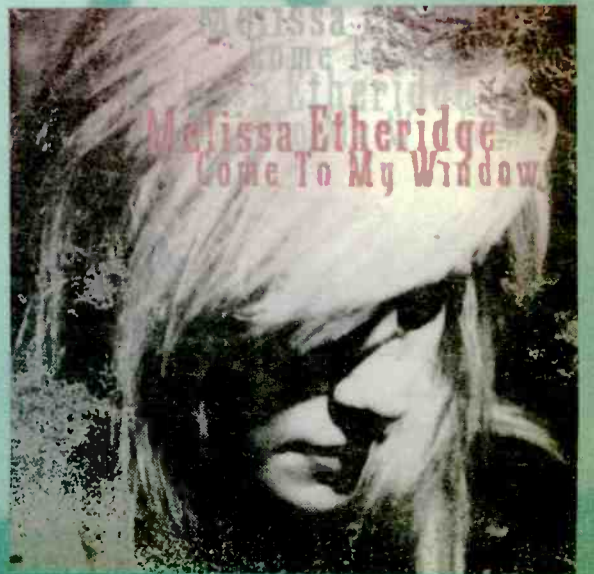
The World Standard® in Music Libraries  
 — in use in over 3,000 stations

For information call:  
**(800) TM CENTURY**



# Melissa Etheridge Come To My Window

from her album  
**YES I AM**



Produced by Hugh Padgham and Melissa Etheridge  
Engineered by Hugh Padgham • Mixed by Hugo Padham • A&R Island Management  
©1998 Island Records, Inc. • Vinyl Mastered and Manufactured by Island Records